

Historic, Archive Document


Do not assume content reflects current
scientific knowledge, policies, or practices.

FROM WORLD WIDE SOURCES

Gloeckner
FLOWER
SEEDS

1940

SEED.... *The Spark of Eternal Life*



SEED is truly the spark of eternal life. For, if once through all the ages seed had failed, life on earth would have become extinct.

Seed, therefore is the all important item on which to build your crops. Many costs go into the growing of your crops that far outshadow the cost of the seed. It is vitally important that your flower seeds are carefully selected for type and color.

In compiling this list, we have taken into consideration type, productivity and commercial value of all items listed and have restricted ourselves to listing only those varieties which are considered the best in their class.

The name *Gloeckner* has long been associated with the seed trade. We wish to identify it as a standard of quality for many years to come. To accomplish this, a consistent year after year supply of high quality seed giving uniform results must be delivered.

We shall use every effort to supply such seed.



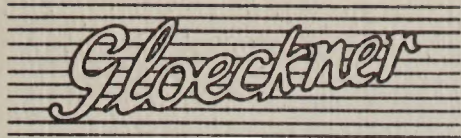
This label, a facsimile of our current catalog cover, with the year plainly marked, is attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.



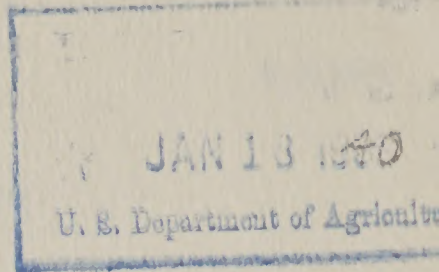
Fred C.
Gloeckner
&
Company,
Incorporated
Frederick C. Gloeckner Leonard J. Seiger
15 EAST 26th STREET
"At Madison Square," New York
Telephones: LExington 2-4994 - 4999



FLOWER



SEEDS



FROM WORLD WIDE SOURCES

It is necessary to procure types, varieties and colors not from one spot on this world of ours, but from many remote corners.

It may be a great seedsman here in America or some obscure little grower in far off Africa who grows this or that a little better.

Wherever this better type or colors may be had it is, and has been our aim to check and recheck across the world, to procure from World Wide Sources better types, Strain and Colors for your use.

BUSINESS TERMS

2% 10 days 60 days net

Prices in this Catalogue are subject to change without notice.

All goods are offered subject to Crop Failures, Shortage or other causes beyond our control, and to being unsold on receipt of order.

The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florists or Wholesale prices.

Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

We, Fred C. Gloeckner & Co., Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and will not be responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.

15 East 26th Street, "At Madison Square", New York

Telephones: LExington 2-4994 - 4999

FLOWER



SEEDS

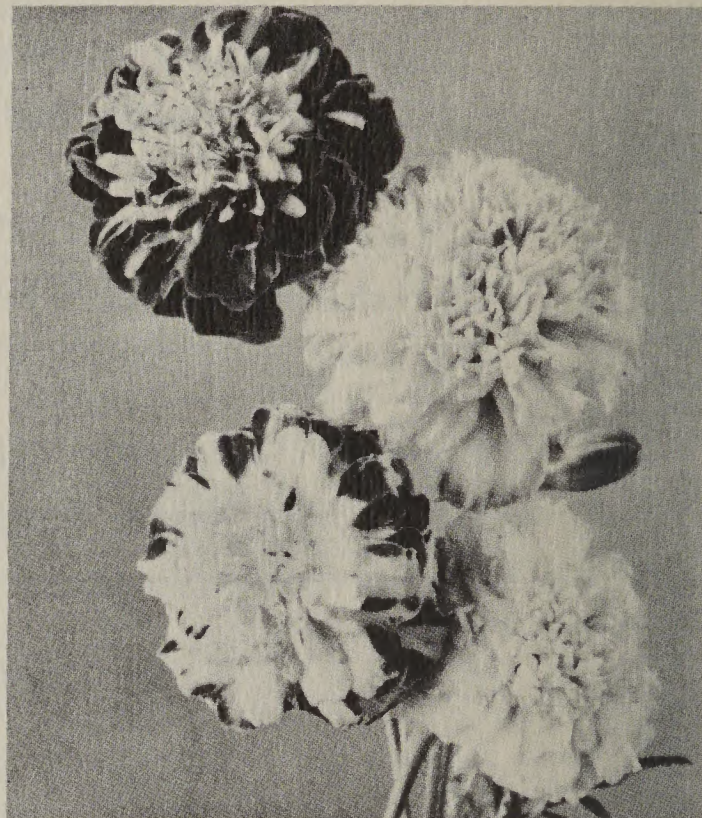
OUTSTANDING NOVELTIES

MARIGOLD HARMONY TYPE

FRENCH DWARF DOUBLE "HARMONY HYBRIDS"

This excellent new strain of Marigold embodies all the fine features of Harmony, combined with a wide and varied coloring. The compact plants are twelve to fourteen inches in height; all double; and commence flowering very early. The neat, compact habit of the hybrids combined with the early flowering habits of the plant makes this one of the outstanding introductions of the season. The plants are all medium size **and do not have the strong Marigold odor**. The color range includes the popular Harmony, lovely **golden orange shades**. A distinct **golden yellow** and innumerable **blotched and striped combinations of golden orange, golden and lemon yellow** with contrasting **dark maroon**.

Tr. Pkt., \$.50 1/4 oz. \$1.25 Oz. \$4.00

*Marigold Harmony Hybrids*STOCKS NON-BRANCHING OR EXCELSIOR COLUMN
"GARDENIA"

As lovely and elegant as the exotic gardenia from which it borrows its name. This remarkable new Column Stock is indeed the last word in perfection for its class. The color of the flowers is a pure shimmering, **glistening white**. It is of robust habit with individual florets closely and compactly placed on the stem.

Tr. Pkt. \$1.25 1/4 oz. \$4.50 Oz. \$15.00

PETUNIA MINIATURE RUFFLED
"BETSY ROSS"

The color of Betsy Ross is **red and white**, with the **white blending to golden** and the **red blending to very deep red in the throat**.

This color combination of red and white blooms with golden and dark red throats gives the individual plant, as well as a row of plants, a decidedly gay effect, particularly since the plants are so uniform and compact and so completely covered with ruffled blooms. In addition to being unsurpassed for bedding purposes, this new Petunia, due to its fine habit and free flowering quality, is sure to become very popular.

Petunia Betsy Ross

Tr. Pkt. \$.75 1/32 oz. \$2.50

FLOWER



SEEDS

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

CINERARIA

"Siter's Rainbow Strain"

(The Commercial Cineraria)

This new commercial Cineraria carries immense flowers heads, is compact in growth, with small round leaves which require little room. These characteristics make it extremely profitable to grow. The medium large flowers in colors ranging from the bright eyed types, to the finer pastel shades, surpass anything previously introduced and are the outstanding feature of this strain. It is sure to please your most discriminating clientele and we are proud to offer this as a *Gloekner* introduction."

ORIGINATOR'S PACKETS, \$2.00 EACH



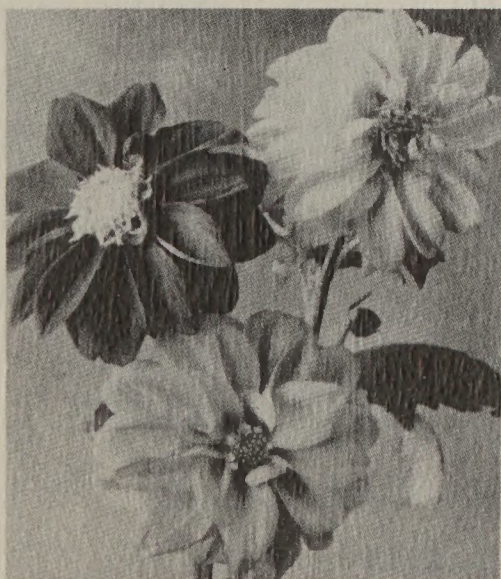
Siter's Rainbow Strain Cineraria awarded first prize Philadelphia Flower Show, 1936, 1937, 1938 and 1939

PETUNIAS

ALL DOUBLE DWARF VICTORIUS STRAIN

	Tr. Pkt.	3 Tr. Pkts.	1/64 oz.	1/32 oz.
Amaranth Red —Dwarf as Gottfried Michaelis with beautiful Amaranth Red.	\$2.00	\$5.00	\$6.50	\$12.50
Loveliness —La France pink, identical in every way except color to our World Beauty	2.00	5.00	6.50	12.50
Orchid Beauty —Orchid or Light Lilac, heavily veined deeper Lilac or Violet	2.00	5.00	6.50	12.50
World Beauty Dwarf —(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias	2.00	5.00	6.50	12.50
All Double White —This is equalled in dwarfness to our Victorious Mixed and World Beauty	2.00	5.00	6.50	12.50
Victorious Dwarf Mixed —(All Double. Giant Fringed) — This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias	2.00	5.00	6.00	11.00

This strain has the largest percentage of all Double Flowers introduced to date. It has no Single Flowers being either Double or Semi Double. Because of high breeding the above varieties cannot be expected to germinate one hundred per cent.

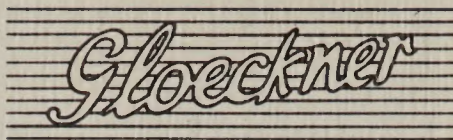


DAHLIAS

These are easy to raise from seed and are overlooked by many florists. Vast improvements have been made in these strains which come remarkably true to type and height. They are early flowering, blooming profusely the same year they are sown.

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed —Early flowering semi-double, 18 inches in a wide range of colors.....	\$.50	\$2.50
Coltness Hybrids —Dwarf single type; very free flowering; height 2 feet; choice mixed colors.....	.40	2.50

FLOWER



SEEDS

OUTSTANDING NOVELTIES

ZINNIA SUPER CROWN O'GOLD "PASTEL TINTS"

Pastel Shades Mixture in the new improved Crown O'Gold type is winning more and more enthusiastic boosters every day. This is the very finest large flowered Zinnia introduced since the Dahlia Flowered. Flowers are large and showy, mid-way between the Dahlia Flowered and California Giants as to type; combining the ruggedness of the Dahlia Flowered with the soft effect of the California Giants. **Pastel Shades Mixture contains a wide range of pastel shades including soft yellow, old gold, light pink, apricot pink, and shades of salmon, peach and buff; cerise salmon as well as pure white and cream.** This type is unexcelled for cutting among the larger flowered Zinnias. Plants are strong and robust and flowers are born profusely throughout the season.



Petunia Violet Blue

PETUNIA NANA COMPACTA "VIOLET BLUE"

The grand color of this new Petunia, which is a **rich violet** with a **bright blue cast**, justifies its being classed as the most important addition yet to be developed in the Nana Compacta group. The plants are near perfect in their uniform, symmetrical and compact habit. A decidedly neat plant that will hold its fine habit throughout the season.

Tr. Pkt., \$.50 1/4 oz., \$1.75 Oz., \$6.00

AGERATUM MIDGET BLUE

There is a real satisfaction in being able to offer a very fine dwarf (2 to 3 inches high) Ageratum with delicate fine foliage which is practically smothered with small true **Ageratum Blue** flowers.

This is really the first dwarf Ageratum that will come uniformly dwarf and true to color from seed.

Ageratum Midget Blue was awarded a SILVER MEDAL in last year's All-American Trials.

Tr. Pkt., \$.75 1/8 oz., \$1.50

FLOWER



SEEDS

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

PETUNIA HYBRIDA NANA COMPACTA "GLOW"

A rare combination of **dazzling carmine red** color with dwarf bushy growth. Individual flowers are borne in great profusion over the dwarf bushy plants. In richness of color this excels all other existing variety of similar type. Under the sun the glowing carmine red is particularly fascinating. Invaluable for pot and for border.

Tr. Pkt. 75c. 1/32 oz. \$2.50 1/16 oz. \$4.50 1/8 oz. \$8.00

*Petunia Glow*
MARIGOLD HARMONY TYPE
FRENCH TALL SINGLE "FERDINAND"

Ferdinand is one of the gayest of the new flowers. It is single flowered with a neat, round crested center of dainty tubular florets in an arresting shade of **golden yellow**, surrounded by a single row of broad **mahogany guard petals**. The flowers are extremely showy and are of medium size. The plants are tall growing with an upright semi-compact full foliage growth.

Tr. Pkt., \$.50 1/4 oz., \$1.25 Oz., \$4.00

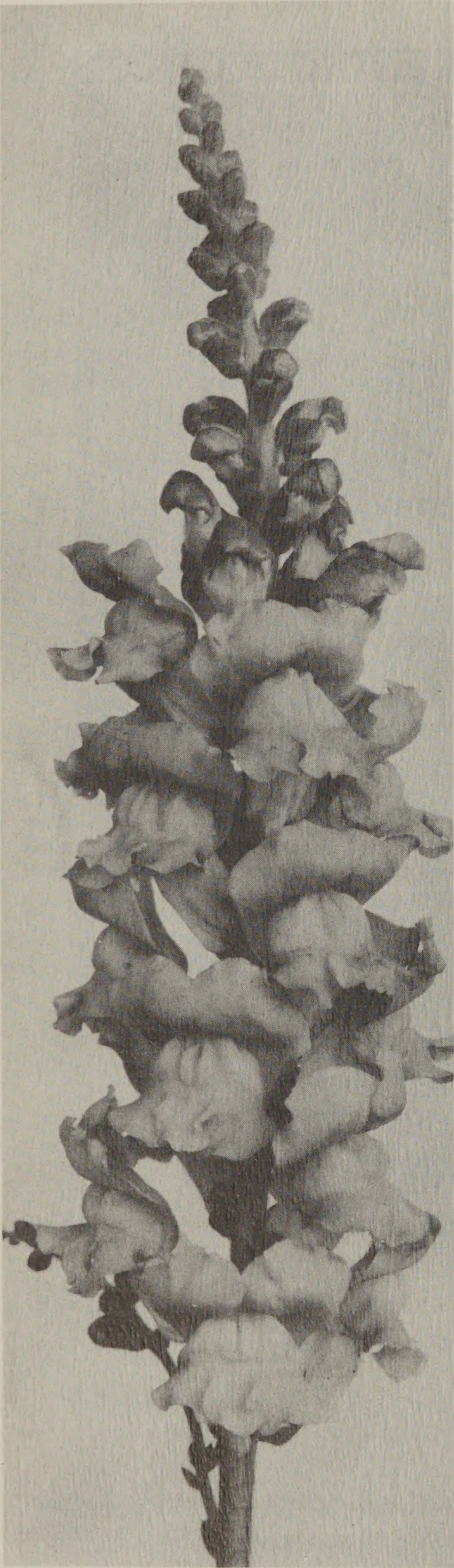
*Petunia Ramona Strain*
PETUNIA
DWARF GIANTS OF CALIFORNIA

Ramona Strain—Choice Mixed, a Superb Strain of dwarf compact single petunia with giant ruffled flowers. The giant flowers have extra large veined throats. This mixture has a splendid color balance.

Tr. Pkt. \$1.00 1/64 oz. \$1.75 1/32 oz. \$3.00
 1/16 oz. \$5.00 1/8 oz. \$9.00

Dwarf Continental Giants—A selected dwarf, German strain in an exceptionally fine mixture.

Tr. Pkt. \$1.25 1/64 oz. \$2.50 1/32 oz. \$4.00 1/16 oz. \$7.00



ANTIRRHINUM
SNAPDRAGONS

WINTER BLOOMING — For Greenhouse Culture

	Tr. Pkt.	3 Tr. Pkt.
Afterglow—Golden orange	\$1.00	\$2.50
Bertha Bauer—Early lavender	1.50	4.00
Ceylon Court—Standard earliest yellow	1.00	2.50
Christmas Cheer—Shades of pink	2.00	
Cheviot Maid Supreme—Best deep rose	1.00	2.50
Coates' Yellow Perfection—Deep Yellow	1.00	2.50
Daybreak—Briarcliff rose pink	1.50	4.00
Embers—Orange red	1.50	4.00
Gilbert's Bronze Beauty—Lovely bronze color; clean foliage; early	1.50	4.00
Gilbert's Pink Supreme—Beautiful pink color, several shades deeper than Cheviot Maid Supreme	1.50	4.00
Glorious—Redish bronze	2.00	5.00
Kirkwood Beauty—Bronze orange	1.00	2.50
Lavender Rose—Good lavender; enough rose to blend well with other colors	2.00	5.00
Lucky Strike—White. Plant early.....	1.00	2.50
Maiden's Blush—Pink suffusion over white	1.50	4.00
Marie Louise—Seashell pink	2.00	5.00
Miss Wooster — Dazzling rich dark bronze. Early blooming. Heads are large and compact	1.00	2.50
Marion White—Fine clear white	1.50	4.00
Milady—Bright pink	1.00	2.50
New Cincinnati—The finest light rose	1.00	2.50
New Dawn—Golden orange	1.00	2.50
New Deal—Early, fragrant, golden bronze	1.50	4.00
Peggy Schumann—Pink, on strong, sturdy stems	2.00	5.00
Radiance—Valuable large-flowered pink	1.00	2.50
Roman Gold—Bright coppery yellow	1.00	2.50
Rose Orange—Afterglow color. Strong stems	1.00	2.50
"Rose Pink" Cheviot Maid—Early blooming	1.50	
Rose Queen—Deep rose-pink	1.00	2.50
Schrock's Orchid—A true Orchid shade	2.00	5.00
Schumann's Lavender (New)—Strong, sturdy stem; large flowers. For best results must be pinched low while still in small pots	3.50	
Schumann's Yellow (New) — Good, early yellow; strong stems. inch low for best results	3.50	
Snow White—Good white for Easter and later	2.00	5.00
Sunset—Heavy spiked golden bronze	1.50	4.00
Sun-Tan—Orange tan. Extra-early	1.00	2.50
Terry's Surprise Improved—Rose shaded orange	1.50	4.00
Velvet Beauty—American Beauty red	1.00	2.50
Westover Fringed White	1.00	2.50
White Cheviot Maid	1.00	2.50
White Prosperity—Long-stemmed clear white	1.50	4.00
White Wonder—Pure white, on strong wiry stems	1.50	4.00
Yellow Cheviot Maid—Yellow	1.00	2.50

FLOWER



SEEDS

ANTIRRHINUM

SNAPDRAGONS

STANDARD OUTDOOR RUST-RESISTANT STRAINS

MAXIMUM GRANDIFLORUM

	Tr.	Pkt.	1/4 oz.	Oz.
Alaska—(Snowflake)—White	\$.30	\$.85	\$3.00	
Canary Bird—Canary Yellow30	.85	3.00	
Copper King—Bronzy Copper30	.85	3.00	
Crimson—Fiery Crimson30	.85	3.00	
Indian Summer—Coppery Orange				
Scarlet30	.85	3.00	
Salmon Rose Shades30	.85	3.00	
Swing Time—Rose Pink30	.85	3.00	
Finest Mixed30	.85	3.00	

NANUM GRANDIFLORUM

	Tr.	Pkt.	1/4 oz.	Oz.
Carmine Rose—Bright Carmine Rose	\$.25	\$.60	\$2.00	
Indian Girl—Old Gold25	.60	2.00	
Light Salmon Pink30	.85	3.00	
Orange Pink—Orange suffused Pink30	.85	3.00	
Red Boy—Rich deep Scarlet25	.60	2.00	
Tangerine—Bronzy Orange25	.60	2.00	
Wildfire—Bright Orange Scarlet25	.60	2.00	
Yellow Gem—Clear Yellow25	.60	2.00	
Finest Mixed25	.60	2.00	

MAJUS GRANDIFLORUM

	Tr.	Pkt.	1/4 oz.	Oz.
Autumn Glow Shades—Old Rose				
suffused Amber	\$.35	\$.75	\$2.50	
Fiery Red—Very brilliant35	.75	2.50	
Harmony Shades—Terra Cotta				
Yellow, shaded Rose35	.75	2.50	
Orange Shades—Deep to light orange ..	.35	.75	2.50	
Pinkie—Clear Rose35	.75	2.50	
Rosalie—(New)—Rich deep rose;				
underlying tone of topaz or amber ..	.50	2.00	7.00	
Salmon Shades—Salmon Rose,				
pink shades35	.75	2.50	
Shasta—Pure White35	.75	2.50	
Wallflower Red35	.75	2.50	
Yellow Jacket—Deep Yellow35	.75	2.50	
University of California Mixture.....	.30	.50	1.75	

NANUM GRANDIFLORUM

(New English Strain)
(Semi-Dwarf, Large Flowering)

	Tr.	Pkt.	1/4 oz.	Oz.
Guinea Gold—Glowing Bronzy Orange				
with yellow throat	\$.50	1.50	5.00	
Purple Eclipse—Deep Glowing Ruby				
Purple. Flowers well formed on strong				
symmetrical spikes50	1.25	4.00	
St. George—Beautiful shade Orange				
Cerise. Distinct from all other varieties	.50	1.25	4.00	
Royale Cerise—The brightest of all				
Cerise Antirrhinum50	1.50	5.00	
Royal Rose—Deepest and richest Rose				
imaginable. Must be seen to be fully				
appreciated50	1.25	4.00	

ACROCLINIUM—(Double)

	Tr.	Pkt.	Oz.
New Large Flowered Double Hybrids			
Mixed—This showy Free Flowering			
Annual is an excellent cut flower for the			
Florist and well worth a trial	\$.35	\$1.50	

AGATHEA—BLUE DAISY

	Tr.	Pkt.	Oz.
Coelestis—The lovely, free flowering blue			
Marquerite	\$.25	\$1.25	

AGERATUM

	Tr.	Pkt.	Oz.
Blue Ball Improved—Dwarf and compact			
growth; uniform rich blue color	\$.50	\$1.50	
Blue Perfection—Dark Blue15	.60	
Little Blue Star—3 inches high, fine for			
bedding25	2.00	
Midget Blue—(New)—Dwarf with delicate			
fine foliage; blue flowers. 1/8 oz.,	\$.150	.75	

ALYSSUM

	Tr.	Pkt.	Oz.
Bouquet (Carpet of Snow) (Procumbens)			
—Best dwarf variety	1/4 lb., \$2.25	\$.15	\$.75
Little Gem—Dwarf and compact			
1/4 lb., \$1.50	.15	.50	
Lilac Queen—Deep lilac; compact habit;			
6" high15	.75	
Sweet—(Maritimum) Trailing10	.20	
Snow Cloth—Plants are flat and a com-			
pact mass of pure white flowers25	.75	
Violet Queen—(New)—A beautiful bright			
violet tint50		

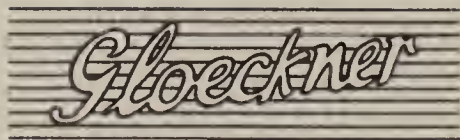
AMARANTHUS

	Tr.	Pkt.	Oz.
Molten Fire—Leaves are of iridescent			
Crimson-Salmon color	\$.35	\$2.00	

ASPARAGUS

	Seeds	Seeds	Seeds
	1,000	5,000	10,000
Plumosus Nanus	\$1.25	\$6.00	\$10.00
Sprengeri	1.00	4.50	8.00

FLOWER



SEEDS

ASTERS

BODGERS WILT RESISTANT STRAINS

QUEEN OF MARKET

These well-known, early flowering Asters are of branching habit, about 20" tall, blooming in early July.

	Tr. Pkt.	1/4 oz.	Oz.
Crimson	\$.40	\$.50	\$1.75
Dark Blue or Purple40	.50	1.75
Light Blue or Lavender40	.50	1.75
Peach Blossom (Flesh Pink)40	.50	1.75
Rose40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

EARLY ROYAL BRANCHING

Plants branching, 1 1/2 - 2 feet, blooming directly following the Queen of the market.

	Tr. Pkt.	1/4 oz.	Oz.
Azure Blue or Dark Lavender	\$.40	\$.50	\$1.75
Deep Rose40	.50	1.75
Peach Blossom (Lavender Pink)40	.50	1.75
Purple40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75



Aster Royal

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. pkt.	1/4 oz.	Oz.		Tr. pkt.	1/4 oz.	Oz.
Azure Fairy— (Dark Lavender)	\$.40	\$.50	\$1.75	September Beauty— (Flesh Pink)	\$.40	\$.50	\$1.75
Crimson40	.50	1.75	Silvery Rose40	.50	1.75
Deep Rose40	.50	1.75	White40	.50	1.75
Purple40	.50	1.75	Mixed40	.50	1.75

EARLY GIANT

The finest large flowered, heavy stemmed wilt resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1 1/2 feet in height. This class is early blooming, coming into flower by the first week in September.

	Tr. pkt.	1/4 oz.	Oz.		Tr. pkt.	1/4 oz.	Oz.
Light Blue	\$.50	\$1.00	\$3.50	Peach Blossom	\$.50	\$1.00	\$3.50



Aster American Beauty

AMERICAN BRANCHING (Semple's)

Plants 2 1/2 to 3 feet tall, branching, robust, flowers large, double and fine form. Our selected stocks of these are the best money can buy.

	Tr. Pkt.	1/4 oz.	Oz.
Azure or Dark Lavender	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Peach Blossom40	.50	1.75
Purple40	.50	1.75
Shell Pink (Mary Semple)40	.50	1.75
White—Extra select, long stems40	.50	1.75
Finest Mixed40	.50	1.75

IMPROVED CREGO

Plants robust, branching about 2 1/2 feet tall, flowers large, double and well formed, one of the finest varieties for all purposes.

	Tr. Pkt.	1/4 oz.	Oz.
Azure Blue	\$.40	\$.50	\$1.75
Blue Flame Bright Navy Blue40	.50	1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Enchantress40	.50	1.75
Light Blue (Lavender)40	.50	1.75
Peach Blossom40	.50	1.75
Shell Pink40	.50	1.75
Purple or Dark Blue40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75



Aster Crego

FLOWER



SEEDS

ASTERS

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	1/4 oz.	Oz.
Ball White Early—White, medium early, crested center, branching 2 to 2½ feet	\$.40	\$.50	\$1.75
Ball White Late—White, late branching, 2½ to 3 feet long stems	.40	.50	1.75
Ball Deep Rose—Bright deep rose, early, 2½ to 3 feet branching	.40	.50	1.75
Ball Purple—Deep bright purple, early, 2½ to 3 feet branching	.40	.50	1.75
Early Phlox Pink—Clear light rose Pink, late branching type 2½ to 3 feet	.40	.50	1.75
Heart of France—Bright Red	.40	.50	1.75

SINGLE CHINENSIS

Plant 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August

	Tr. Pkt.	1/4 oz.	Oz.
Rainbow Mixture	\$.20	\$.35	\$1.25

ORDINARY STRAINS

IMPROVED GIANT CALIFORNIA SUNSHINE

(Not Resistant)

The flowers are composed of a single row of loosely placed outer petals which contrast with the unique yellow quill-like center disc.

	Tr. Pkt.	1/4 oz.	Oz.
Enchantress Pink—Salmon Pink	\$.35	\$1.00	\$3.50
Light Blue—Extra large flowers	.35	1.00	3.50
Purple	.35	1.00	3.50
Rose	.35	1.00	3.50
White	.35	1.00	3.50
Finest Mixed	.35	1.00	3.50

IMBRICATED POMPON

(Pompon Type Flowers — Not Resistant)

Early flowering, upright growing, 12" to 14" plants bearing numerous small round cushion centered flowers which are excellent for cutting.

	Tr. Pkt.	1/4 oz.	Oz.
Crimson with White Center	\$.35	\$.75	\$2.25
Fiery Scarlet	.35	.75	2.25
Light Blue	.35	.75	2.25
Light Blue with White Center	.35	.75	2.25
Rose	.35	.75	2.25
Violet or Dark Blue	.35	.75	2.25
White	.35	.75	2.25
Finest Mixed	.35	.75	2.25



Aster Imbricated Pompon



Aster Super Giant

SUPER GIANT

(Not Resistant)

This is the largest and most fully double Aster class known. The flowers are full petaled, graceful interlacing plants about 2½ feet tall, with six to eight long, non-lateral stems per plant.

	Tr. Pkt.	1/4 oz.	Oz.
El Monte—(Bodger) crimson	\$.40	\$.75	\$2.50
Los Angeles—Shell Pink	.40	.75	2.50

AURORA

A splendid free flowering aster, with large flowers, quilled centers and outer band of broad petals. Height 2 feet, fine for cutting.

	Tr. Pkt.	1/4 oz.	Oz.
Blue—Light blue, yellow center (not resistant)	\$.40	\$.50	\$1.75
Golden Sheaf—(wilt resistant) yellow self	.40	.50	1.75
Rose—Bright rose, yellow center (not resistant)	.40	.50	1.75

FLOWER



SEEDS

BEGONIA



Begonia Red Pearl

			Tr. pkt.
Carmen—Dull bronze foliage with bright rose flowers —			
	1/64 oz. \$1.75	1/32 oz. \$3.25	\$1.00
Christmas Cheer—Crimson	1/32 oz.	2.50	1.00
Erfordi—Rose Carmine	1/32 oz.	1.50	.75
Elegant—White attractively edged crimson, clear green foliage that contrasts well with the flowers.....			1.00
Fire Sea or Blaze of Fire—Extra dwarf. Green foliage. Large fiery red flowers			1.00
Gracilis Indian Maid—Deep bronze, shiny leaf with red flowers....			1.00
Luminosa Compacta—Dark brown foliage hidden by the mass of medium sized bright scarlet blossoms	1/64 oz.	\$2.25	1.00
Luminosa—Red	1/32 oz.	2.00	1.00
Prima Donna—Carmine Rose	1/32 oz.	3.00	1.00
Pink Pearl—(Rosa Pearl)—Dwarf compact habit, 6/8" height. This Begonia is excellent for pot culture. The plants form perfect balls, and the flowers are well above the fresh green foliage			1.00
Red Pearl—(Rote Pearl)—Same as above in growth, height and blooming habit. Brilliant dark scarlet in color			1.00
Salmon Queen—Cinnabar red, very free blooming			1.00
Semperflorens Lightning			1.00
White Pearl—Best white light green foliage			1.00

BROWALLIA

Speciosa Major—Brilliant blue. Suitable for pot plants50
Viscosa Compacta Sapphire—More compact than the above50

CALCEOLARIA

	Tr. pkt.
Hybrida Grandiflora—Tall mixed	\$1.00
Hybrida Grandiflora Compacta—Dwarf. Fine Tigered and Spotted Mixed	1.00
Hybrida Multiflora Nana—Compact growth of medium size with brightly colored flowers. The most popular strain	1.00
Multiflora Nana Golden Tiger—Golden yellow flowers with dark brownish red dots	1.00
Multiflora Nana Indian-Prince—Rich dark Scarlet with Orange suffusion	1.00

CALENDULA

	Tr. pkt.	1/4 oz.	Oz.	1/4 lb.
Sensation or Campfire Improved—Best of all Brilliant Orange. Scarlet Sheen40	.60	2.00	6.50
Ball's Gold—Deep Golden Yellow—Dark Center..	.40	.60	2.00	6.50
Ball Long Orange Improved — Bright Golden Orange with Light Eye40	.60	2.00	6.50
Ball's Orange—Glowing Orange40	.60	2.00	6.50
Ball's Supreme—Orange, dark Brown center.....	.40	.60	2.00	6.50
Masterpiece—Deep Orange, Brown center40	.60	2.00	6.50



Calendula Campfire

CANTERBURY BELLS

Annual Canterbury Bell which blooms from seed in less than six months. Plants 2 to 2 1/2 feet, bearing 6 - 8 flower spikes.	Tr. Pkt.	1/4 oz.	Oz.
Finest Mixed	\$.25	\$.50	\$1.50

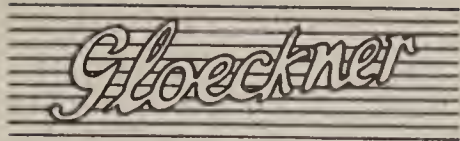
CANDYTUFT

Giant Hyacinth Flowered White—A very superior strain growing 1 1/2 feet high with immense trusses of bloom. We believe it the finest strain to be had....	Tr. Pkt.	Oz.	1/4 lb.
	\$.20	\$.75	\$2.25

UMBELLATA VARIETIES

	Tr. Pkt.	Oz.	1/4 lb.
Carmine	\$.15	\$.50	\$1.25
Lavender15	.50	1.25
Pink—Flesh Color15	.50	1.25
Rose Cardinal—Brilliant Rosy Red15	.50	1.25
White15	.50	1.25

FLOWER



SEEDS



Carnation *Enfant de Nice*

CARNATION (*Enfant de Nice*)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color and 90% double flowers.

	Tr. pkt.	¼ oz.
White	\$.50	\$3.00
Salmon50	3.00
Rose50	3.00
Red50	3.00
Spectrum Red—Intense Scarlet50	3.00
Yellow50	3.00

CELOSIA PYRAMIDALIS

	Tr. pkt.	¼ oz.
Flame of Fire—Fine dwarf type. Fiery red	\$.50	\$1.25
Fiery Feather—Similar to Flame of Fire, but taller and with somewhat smaller plumes more freely produced40	1.25
Golden Feather—Habit same as Fiery Feather, but with golden yellow plumes50	1.25
Pride of Castle Gould—3 to 4 ft. Mixture of yellow, orange and red shades50	.75
Thompsonii Magnifica Finest Mixed—Excellent Strain.....	.25	.75

IMPROVED CRISTATA

Dwarf Golden Yellow30
Dwarf Empress—Deep scarlet, bronzy green foliage25

CENTAUREA (*Dusty Miller*)

For Borders, Vases, Baskets, etc.

	Tr. pkt.	Oz.
Candidissima—Silvery Gray foliage	\$.25	\$1.50
Gymnocarpa—Fine silvery foliage20	.50

CENTAUREA CYANUS (*Cornflower*)

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also for Decoration Day.

	Tr. pkt.	Oz.	¼ lb.
Blue Boy—Excellent for forcing	\$.15	\$.40	\$1.25
Pinkie15	.40	1.25
Red Boy—Deep Red20	.60	1.25
White15	.40	1.25

CENTAUREA GIANT IMPERIALIS

	Tr. pkt.	Oz.
Brilliant Rose	\$.20	\$.60
Deep Lavender20	.60
Delicate Lilac20	.60
Yellow20	.60

CENTAUREAS (*Various*)

	Tr. pkt.	Oz.
Americana Lilac—Thistle-like blooms of a rosy-lavender color. Splendid for cutting	\$.15	\$.50
Americana White—White form of the above15	.50
Suaveolens — (Yellow Sweet Sultan or Grecian Cornflower). Very showy large bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well15	.45

CHRYSANTHEMUMS (*Annual*)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as cut flowers, but for best results, keep them in water for 24 hours before marketing.

	Tr. pkt.	Oz.
Eastern Star—Light Yellow	\$.15	\$.45
Eldorado—Bright yellow with dark brown disc. One of the best15	.45
Morning Star—Primrose Yellow15	.45
Evening Star—Sunflower Yellow15	.45
Northern Star—Pure White15	.45



Centaurea *Americana*

FLOWER



SEEDS

CLARKIA (Elegans Double)

	Tr. Pkt.	Oz.
Albatross—The best white	\$.20	\$.60
Brilliant—Bright deep rose. Very good color20	.60
Enchantress—Light salmon-pink20	.60
Firebrand—Fairly deep scarlet20	.60
La France—Light salmon-pink20	.60
Orange King—Large, fully double orange-scarlet. Excellent market variety20	.60
Salmon Queen—Medium light salmon-pink20	.60
Mixture of above colors20	.60

COBAEA SCANDENS
(Cup and Saucer Vine)

Blue\$1.15 Tr. Pkt., \$.50 oz., \$1.50 1/4 lb.

COLEUS

Large Leafed Hybrids Giant Exhibition Mixed—Newest finest large leafed varieties of superbly variegated foliage\$1.00 Tr. Pkt., \$2.00 1/32 oz.

CINERARIA

Siter's Rainbow Strain—This Cineraria carries immense flower heads, is compact in growth and has small round leaves. The medium large flowers range in colors from the bright-eyed types to the finer pastel shades.

Orig. Pkt. \$2.00 each

Tr. Pkt 1/32 oz 1/16 oz

Cremer's Prize Strain —This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors	\$1.50	\$4.50	\$8.00
Hybrida Berlin Market Strain —Full bouquets of medium sized flowers in richly mixed colors	1.00		
Hybrida Grandiflora —Semi-dwarf mixed	1.00		
Multiflora Nana — Potsdam strain, dwarf, large compact flowers. Fine mixture	1.00		
Stellata Hybrida Mixed —Star shaped flowers. Very desirable50		



Cineraria
Siter's Rainbow Strain

COSMOS

	Tr. Pkt.	Oz.
Orange Flare (Klondyke)—Early flowering Orange	\$.25	\$1.00
Sensation		
Pinkie—Delightful rose pink25	1.00
Purity—Glistening White25	1.00
Crimson—(New)—Deep red selection of sensation50	2.50
Mixed25	1.00
Extra Early Double Crested or Anemone Flowered		
Crimson King (Carnelia)35	2.00
Pink Beauty (Peach Blossom)35	2.00
White Queen (Whirlwind)35	2.00
Finest Mixed35	2.00
Single Early		
Crimson15	.40
Pink15	.40
White15	.40
Mixed15	.40
Late Mammoth Single		
Lady Lenox Pink15	.30
Crimson15	.30
Lady Lenox White15	.30



Gynoglossum Amabile
Compactum "Firmament"

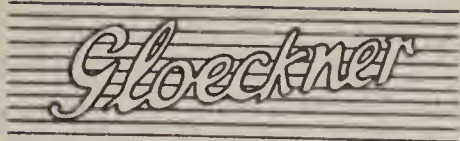
CUPHEA (Cigar Plant)

Platycentra —Scarlet50
Firefly — (New) — Fiery cerise red with small delicately formed flower produced on compact plants50

CYNOGLOSSUM

Amabile Blue —Bright Blue25	1.00
Amabile Dwarf Compactum Firmamant —Flowers of rich vivid Indigo Blue35	3.00

FLOWER



SEEDS



CYCLAMEN SEED

Gloeckner STRAIN

This strain, which is produced by one of the foremost Cyclamen Specialists in Europe, is considered a long step forward in the introduction of new colors.

In offering this strain to the trade, we are introducing new pastel shades of decidedly different colors. We feel that new colors are vitally necessary if renewed interest is to be had in the production and use of Cyclamen.

We have placed an asterisk beside the colors we consider the better of the new shades, the standard shades are also included and are considered an exceptional strain.

	100 Seeds	1000 Seeds		100 Seeds	1000 Seeds
* 1. Bright Red	\$1.20	\$10.00	*13. Dark Pink with strong salmon sheen	2.00	18.00
2. Light Pink	1.20	10.00	*14. Lilac color with salmon shading	2.00	18.00
3. Pink with dark eye (Rose of Marienthal)	1.20	10.00	*15. Salmon Pink with White rim	2.00	18.00
4. Lilac	1.20	10.00	*16. Pink with dark shaded oblong stripes	2.00	18.00
5. White with dark eye	1.20	10.00	17. America—scarlet salmon	1.75	16.00
* 6. Pure White	1.20	10.00	*18. Fringed with red selvage and dark eye	2.00	18.00
7. Dark Salmon (Glory of Wandsbek or Perle of Zehlendorf)	1.50	12.00	19. Saffron Red with salmon sheen	2.00	18.00
8. Light Salmon (Rose of Zehlendorf Improved)	1.50	12.00	*20. Exquisite—Pink salmon with white rim	2.50	20.00
9. Dark Red with salmon sheen	1.50	12.00	*21. Pink Pearl (Apple-blossom with dark eye)	2.50	20.00
10. Salmon with ivory sheen	1.50	12.00	*22. Peach (purest Peach Blossom color)	2.50	20.00
11. Rococo, Finest Mixed	1.50	12.00	*23. Cattleya (pale lavender lilac blue)....	2.50	20.00
12. Bonfire	1.75	16.00	*24. Sunset (beautiful strong orange)	2.50	20.00

Binneweis Strain

Nos.	100 Seeds	1000 Seeds
1 Dark Blood Red	\$1.20	\$10.00
2 Bright Red	1.20	10.00
3 Pure Rose	1.20	10.00
4 Rose of Marienthal Improved—Bright Pink	1.20	10.00
5 White With Carmine Eye	1.20	10.00
6 Pure White	1.20	10.00
7 Bonfire—Brilliant Scarlet	1.75	16.00
8 America Improved—Golden Salmon	2.00	16.00
9 New Salmon Rose Improved	1.60	13.00
10 Glory of Wandseek or Perle Zehlendorf—Salmon Red	1.50	12.00
11 Rose of Zehlendorf—Salmon Pink	1.50	12.00
12 Orange Beauty	2.00	17.00
15 Saffron Red	1.40	11.00
19 Lavender	1.20	10.00
21 Pink Pearl (Novelty)	2.00	17.00

WHEN ORDERING CLEARLY STATE STRAIN DESIRED.

DELPHINIUM

PACIFIC STRAIN

Vetterle & Reinelt



WE SUPPLY ONLY THE ORIGINATOR'S STRAIN

This is the finest strain, of Delphinium yet introduced. From our personal observations in the field, this is, and will prove the leader in Delphinium of the better types.

The flowers are immense size, well set on strong straight stems. They do not shatter and are 60% to 80% mildew resistant. We offer these Delphinium with confidence and pleasure.

1940 NOVELTIES

BLUEJAY

The color is striking **clear medium to dark blue**, very intense and alive with **dark contrasting bee**. Every delphinium lover seeks the true blue color which is so rare in nature and so difficult to obtain. These series are the bid toward attaining it.

Tr. Pkt. \$2.00 1/8 oz. \$4.00 1/4 oz. \$7.00 1 oz. \$24.00

BLACK KNIGHT

The individual florets, 2 to 3 inches in diameter, are **Dark Purple** in color, beautifully rounded in form with a heavy velvety texture which gives the color a luminosity and vividness not seen before in Delphiniums. Very large well formed spikes. A true show flower.

GALAHAD SERIES

The flowers are **Clear White** of enormous size, averaging three inches in diameter of individual flowers with very heavy glistening texture, pyramidal spikes with well spaced flowers, good branching habit, strong whippy stems with a high percentage of mildew resistance. The Galahad Series not only puts the white on a par with the largest and strongest Delphiniums, but in a great many cases supersedes them.

Tr. Pkt., \$1.50 1/8 oz., \$2.75 1/4 oz., \$5.00 Oz., \$16.00

KING ARTHUR SERIES

Brilliant Royal Violet with **large white bee**. Individual florets 2 1/2 inches in diameter, thin woody stems, small foliage, graceful spikes. Excellent for both cut flowers. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with **white bee**. Individual florets 2 1/2 to 3 inches in diameter, large spikes, excellent branching habits. For cut flower and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with **white bee**. Individual florets 2 to 2 1/2 inches in diameter. Thin woody stems with very strong branching habits. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

Tr. Pkt., \$1.25 1/8 oz., \$2.50 1/4 oz., \$4.50 Oz., \$14.00

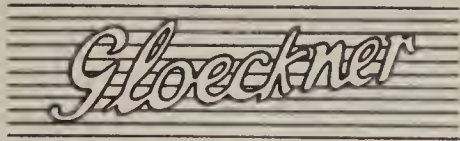
	Tr. Pkt.	1/8 oz.	1/4 oz.,	1 oz.
Light Blue Shades	\$1.00	\$2.00	\$3.50	\$12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

OTHER STRAINS AND VARIETIES

	Tr. Pkt.	Oz.
Blackmore & Langdon Strain	\$.75	\$5.00
Cliveden Beauty (Improved Belladonna) — Select strain.		
Turquoise Blue50	2.00
Bellamosum—Dark Blue. Of Belladonna habit of growth40	2.00
Gold Medal Hybrids—Large flowering. Tall25	1.25
Wrexham Hybrids—Blending of light and dark shades50	5.00

CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.35	\$2.00
Cambridge Blue35	2.00
Liberty Larkspur—Dark Blue35	2.00
Finest Mixed15	.75



FLOWER

SEEDS

DAHLIAS

Tr. pkt. Oz.

Unwin's Dwarf Ideal Bedding Mixed— Early flowering semi-double, 18 inches in a wide range of colors	\$.50	\$2.50
Coltness Hybrids — Dwarf single type; very free flowering; height 2 feet; choice mixed colors40	2.50

DIDISCUS

Coerulea—(Blue Laceflower)25	1.00
----------------------------------	-----	------

DIMORPHOTHECA

Aurantiaca — (African Orange Daisy), Golden Orange. Splendid for cutting; well adapted for forcing; 1 foot25	1.00
Spectabilis — (New) — Single daisy-like bloom; deep pink in color with shiny black center35	2.00

DRACAENA

Australis—Broad leaves—per 1/4 lb., \$2.50	.20	.75
Indivisa — Narrow green leaves. The popular kind for bedding or vases— per 1/4 lb., \$1.2515	.40

EUPHORBIA

Heterophylla—(Annual Poinsettia)15	.75
Variegata—(Snow on the Mountain)15	.50

EXACUM

Affine—Light Blue flowers	1.00	
Affine Atrocoeruleum — Fragrant Blue flowers; plants very dwarf; excellent for pots and baskets	1.00	

FEVERFEW - MATRICARIA

Double White—Excellent for cut flowers15	.75
Golden Ball—Yellow40	2.00

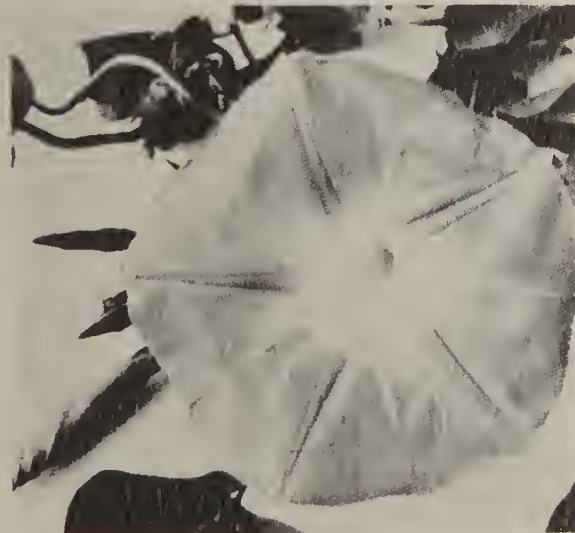
HELICHRYSUM MONSTROSUM
(STRAW FLOWER)

	Tr. pkt.	Oz.		Tr. pkt.	Oz.
Canary Yellow15	\$.60	Rose Queen15	.60
Crimson15	.60	Salmon Queen15	.60
Fireball or Scarlet15	.60	Silverball15	.60
Goldenball15	.60	Silvery Pink15	.60
Rose Carmine15	.60	Violet Queen15	.60
			Finest Mixed15	.60

IMPATIENS—(Sultan's Balsam)

Splendid for house and conservatory; fine pot plant.

	Tr. pkt.		Tr. pkt.
Sultani—Carmine	\$.50	Holsti Liegnitzia — Deep	
Sultani Hybrids—Mixed.....	.50	vermilion-red. Free-	
Holsti Hybrids—Mixed50	flowering50



Ipomea Clarks Mammoth Blue

GAILLARDIA PICTA

Tr. pkt. Oz.

Indian Chief—Single bronzy red	\$.15	\$.50
Double Lorenziana—Finest mixed15	.40
Single Mixed15	.40

GOMPHRENA—(Globe Amaranthe)

Splendid everlasting, excellent for cutting

Nana Compacta Red—Dwarf Red15	.35
Aurea Superba—Orange Yellow20	.75
Mixed Colors15	.35

GOURDS—(Ornamental)

Cave Man's Club—Knobby, club shaped, dark green15	.50
Large Varieties Mixed15	.25
Small Varieties Mixed15	.25
Warted—Mixed colors and shapes15	.30
La Montagne Silver Medal Strain—(orig- inators seed)—Considered one of the best strains35	1.50

GREVILLEA—(Silk Oak)

Robusta—A splendid foliage plant; makes an ideal base for made-up holiday bas- kets; easily raised from seed25	.85
--------------------------------------------------------------------------------------------------------------------------	-----	-----

GYPSOPHILA—(Baby's Breath)
(Annual)

Free blooming plants of easiest culture. Desirable for
cutting to mix with other flowers.

	Oz.	1/4 lb.	1 lb.
London Market Improved	\$.25	\$.60	\$1.75
Convent Garden Strain—Pure White....	.20	.60	1.60
Paris Market—White15	.40	1.00



Gypsophila London Market Improved

IPOMEA

	Tr. pkt.	Oz.
Clark's Mammoth Blue—(Heavenly Blue Improved)—Plant in a dry sandy location and never apply fertilizer.....	\$.25	\$1.00
Scarlett O'Hara—Rich dark wine red or deep rosy crimson	.50	3.00
Noctiflora—(Moonflower)—Flowers at night 1/4 lb., \$1.00	.15	.40

KALANCHOE

Globulifera Coccinea—A succulent pot plant that is of very easy cultivation; in form the flowers are similar to Bou- vardia and in color a very bright scarlet 3 Tr. Pkts. \$2.50	1.00	
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------	--

KOCHIA

(Summer Cypress or Mexican Fire Bush)

Childsi—Improved strain10	.20
-------------------------------	-----	-----

FLOWER



SEEDS



Larkspur Giant Imperial White King

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright, compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4'-5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.

	Tr. Pkt.	Oz.	Lb.
Blue Bell—Azure blue	\$.25	\$1.00	\$10.00
Blue Spire—Very deep violet blue25	1.00	10.00
Carmine King—Deep carmine rose25	1.00	10.00
Daintiness—Delicate lavender25	1.00	10.00
Dazzler—Rich scarlet25	1.00	10.00
Exquisite Pink Improved—Soft pink shaded salmon25	1.00	10.00
Exquisite Rose—Rose pink25	1.00	10.00
Gloria Improved25	1.00	10.00
Lilac Spire25	1.00	10.00
Los Angeles Improved—Brilliant pink on Salmon25	1.00	10.00
Miss California—Deep rose on salmon25	1.00	10.00
Pink Perfection (New) Beautiful shade of lively light salmon pink.....(1/4 oz., \$.75—1/2 oz., \$1.25)	.40	2.25	
Sweet Lavender—Lavender color25	1.00	10.00
The Empress Improved—Salmon rose25	1.00	10.00
White King—Glistening white, huge flowers25	1.00	10.00
White Spire—Pure white, early25	1.00	10.00

LUNARIA—(Honesty)

	Tr. Pkt.	Oz.
Biennis Alba—Silvery seed pods	\$.20	\$.60

LOBELIA

Sow Early to Get Best Results

	Tr. Pkt.	Oz.
Blue Gown—Clear deep blue without eye, compact habit	\$.50	\$3.00
Blue Stone—Dwarf bright blue, compact habit40	2.50
Cambridge Blue—Light blue; large flowers; green foliage; compact50	3.00
Crystal Palace Compacta—Dwarf, dark blue40	2.00
Emperor William—Dwarf, light blue25	2.00
Mrs. Clibran Imp.—Dwarf blue, white eye25	2.00
Sapphire—Deep blue, white eye, trailing35	2.00

LUPINUS (Annual)

New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupines have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger.

	Tr. Pkt.	Oz.
King Blue (Oxford Blue)	\$.20	\$.60
King Sky Blue—Light blue20	.60
King Heliotrope—Rosy purple20	.60
King White (Pure White)20	.60
King Mixed20	.60

HARTWEGII

	Tr. Pkt.	Oz.
Pink	\$.15	\$.30
Rich Blue15	.30
Sky Blue15	.30
White15	.30



Annual Lupines

FLOWER



SEEDS

MARIGOLDS

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset —Deep, rich, lively orange	\$.50	\$2.50
Sunset Giants —A rich mixture in the following color range. Deep Orange, Golden Orange, Light Yellow, Lemon Yellow40	2.00

TALL DOUBLE AFRICAN VARITIES

The All Double Strains. Of comparative recent development, these strains produce practically 100% true double flowers.

	Tr. Pkt.	Oz.
Orange All Double —Rich Orange	\$.30	\$1.50
Lemon All Double —Bright Lemon Yellow.....	.30	1.50
Orange Ball25	.75
Lemon Ball25	.75
Golden Emblem —A distinct shade of deep golden yellow30	1.50

CARNATION FLOWERED

	Tr. Pkt.	Oz.
Guinea Gold — Reselected Strain, Orange, loosely ruffled flowers. 2 - 2½ feet	\$.25	\$1.50
Yellow Supreme —One of the best of all the Marigolds for cutting. The large flowers have a slight fragrance and are a golden yellow in color30	1.50

AFRICAN LITTLE GIANTS

	Tr. Pkt.	Oz.
Little Giants Mixed — 10 to 15 inches tall, large flowers. Recommended for bedding and pot plants, yellow to a very bright orange	\$.50	\$2.50

AFRICAN DWARF DOUBLE IMBRICATA

Golden Queen —Golden Yellow, 18 inches	\$.25	\$1.75
Orange Queen —Orange, 18 inches25	1.75
Yellow Queen —Clear Lemon Yellow, 18 inches25	1.75
Queen Mixed —(Floribunda)25	1.75



Marigold Ferdinand



Marigold Gigantea Orange Sunset

MARIGOLD HARMONY TYPES

	Tr. Pkt.	¼ oz.
Ferdinand (New)—(Single) Golden yellow center; mahogany red guard petals	\$.50	\$1.25
Harmony — Double flowers with deep orange center petals flanked by wide dark maroon brown petals. Dwarf; free-flowering; very early	Oz., \$1.25	.35
Harmony Hybrids (New)—Attractive mixture of harmony type; crested flowers50	1.25
Spotlight (New)—Bright lively yellow center; velvety dark mahogany red guard petals50	1.25

DWARF FRENCH VARIETIES

	Tr. Pkt.	Oz.
Fire Cross —Single, saffron, orange with brown, red center.....	\$.20	\$.60
Legion of Honor —Single golden yellow with crimson spot.....	.15	.50
Double Monarch Strain Mixed —A very compact type, comprising a wide range of colors, bronze, yellow and mahogany20	.75
Dwarf Royal Scott All Double —Rich mahogany and gold in uniform stripes. 10 to 12 inches.....	.35	2.00

TALL FRENCH

	Tr. Pkt.	Oz.
Josephine —(Single)—Dark crown with edging of gold and a glint of crimson	\$.15	\$.50
Liebs Winter Flowering — Deep brown with golden yellow crested center. An excellent winter cut flower with good keeping qualities and a distinctly sweet odor50	

FLOWER



SEEDS

MARIGOLDS (Continued)

SMALL FLOWERED TYPES

Lilliput—(Double, very dwarf, excellent for pots).

	Tr. pkt.	Oz.
Brown	\$.25	\$1.00
Golden Yellow25	1.00
Sulphur Yellow25	1.00
Yellow and Brown25	1.00
Fine Mixed25	1.00

Tagetes—

Signata Pumila Gnome—Large flowered golden yellow, 6 inches tall. Splendid for edging20	1.00
Signata Pumila "Little Giant"—(New)—very dwarf, orange25	1.25

MIGONETTE

Valuable for cutting on account of its fragrance

	Tr. pkt.	Oz.
Giant New York Market — Selected		
Florist Strain	\$1.00	\$6.00

NASTURTIIUM DOUBLE GLEAM

	Oz.	1/4 Lb.	Per Lb.
Golden Gleam—Golden yellow, sweet scented, long stemmed	\$.15	\$.35	\$1.00
Moon Gleam—Light golden cream15	.40	1.25
Orange Gleam—Deep glowing golden orange15	.40	1.25
Salmon Gleam—Delicate golden salmon15	.40	1.25
Scarlet Gleam—Scarlet, sweet scented15	.35	1.00
Glorious Gleam Hybrids Finest Mixed—Wide assortment colors, sweet scented15	.40	1.00

NASTURTIIUM DWARF DOUBLE

Golden Globe—Golden yellow, sweet scented	\$.15	\$.40	\$1.25
Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented15	.40	1.25

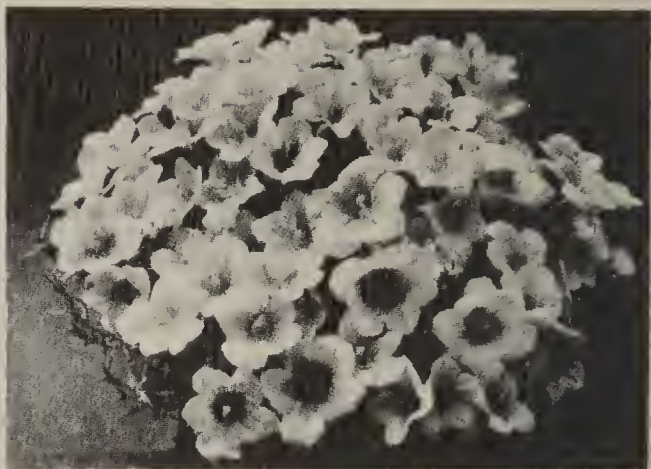
NIEREMBERGIA—(Dwarf Cup Flower)

Tr. Pkt. 1/32 oz.

Hippomanica — Lavender Blue flowers with a touch of Yellow in the center. Plants are dwarf and compact in habit	\$.50	\$2.00
-----------------------------------------------------------------------------------------------------------------------	--------	--------



Pansy Swiss Giant



Nierembergia

NICOTIANA AFFINIS (Ornamental Tobacco)

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White—Fragrant	\$.15	\$.40
Crimson Bedder—Compact, Deep Crimson25	2.00
Rose and Pink Shades25	.75
Suaveolens—(Miniature White)—white; fragrant; 1 1/2 ft.	1/16 oz.	\$1.00 .50

NEMESIA NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots.

	Tr. Pkt.	1/4 oz.
Aurora—Carmine red with white lip	\$.25	\$.60
Blue Gem Improved—Myosotis blue, free flowering25	.60
Fire King—Brilliant scarlet-crimson, large flowers25	.60
Orange Prince—Rich orange large flowers25	.60
Superbissima Mixed—Large flowered bright shades25	.60

NEMESIA STRUMOSA GRANDIFLORA

Large flowered and long stemmed. Fine for cutting.

Blue	\$.25	\$.60
Cherry Red25	.60
Orange25	.60
Rose25	.60
Scarlet25	.60
White25	.60
Finest Mixed—Very bright mixture25	.60

PANSIES

Gloeckner's Superfine "Non Plus Ultra" — This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Gloeckner's Exhibition Mixed50	1.25	1.75	6.50
Roggli Swiss Giant Imp. Mixed50	1.25	2.00	7.00
Coronation Gold — Canary yellow; lower petals flushed golden orange, slightly spicy scented50	1.50	2.50	8.00
Super Giant Orchid—Delicate colors in orchid shades	1.00	2.50	4.50	15.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow—Cardinal shades	\$.50	\$1.00	\$1.75	\$ 6.00
Roggli's Giant Berna—Dark violet blue50	1.00	1.75	6.00
Roggli's Giant Blue—(Ullswater)—Rich clear blue50	1.00	1.75	6.00
Roggli's Giant Luna—Sulphur yellow self	1.00			
Roggli's Giant—Pure White	1.00			
Roggli's Giant Rheingold—Yellow with blotch50	1.00	1.75	6.00

FLOWER



SEEDS

PETUNIAS

(ALL-DOUBLE)

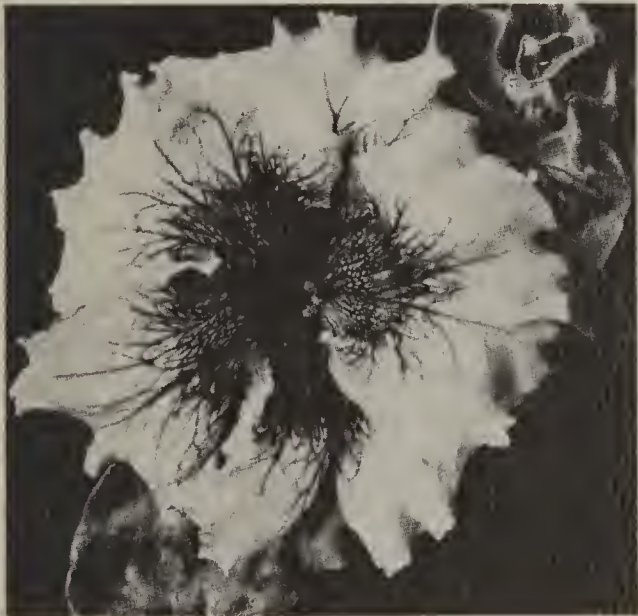
Double Flowered Strains)

	Tr. pkt. 3	Tr. pkts. 1/64 oz.	1/32 oz.
Amaranth Red —Just as dwarf as Gottfried Michaelis with the same beautiful Amaranth Red Color	\$2.00	\$5.00	\$6.50 \$12.50
Loveliness —La France pink; identical in every way except color to our World Beauty	2.00	5.00	6.50 12.50
Orchid Beauty —Orchid or Light Lilac, heavily veined, deeper Lilac or Violet	2.00	5.00	6.50 12.50
World Beauty Dwarf —(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias	2.00	5.00	6.50 12.50
All Double White —This is equalled in dwarfness to our Victorious Mixed and World Beauty	2.00	5.00	6.50 12.50
Victorious Dwarf Mixed —(All Double. Giant Fringed)—This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias	2.00	5.00	6.00 11.00

This strain has the largest percentage of All Double Flowers introduced to date. It has no Single Flowers, being either Double or Semi-Double. Because of high breeding the above varieties cannot be expected to germinate one hundred percent.

(DWARF GIANTS OF CALIFORNIA)

	Tr. pkt. 1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Ramona Strain —A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open well marked throats	\$1.00	\$1.75	\$3.00	\$5.00 \$9.00
Dwarf Continental Giants —A selected dwarf German strain in an exceptionally fine mixture	1.25	2.50	4.00	7.00



*Petunia Giants of California
Florist Strain*

CALIFORNIA GIANTS (LARGE THROATED)

	Tr. pkt. 1/64 oz.	1/32 oz.
Camilla —Light coppery rose, veined ruby	\$.75	\$1.50 \$2.50
Coppery Red —Coppery scarlet, dark throat75	1.50 2.50
Prince of Wuertemberg —(Black Prince) — Dark crimson, black throat75	1.50 2.50
Princess of Wuertemberg — Rose, deep garnet throat75	1.50 2.50
Rheingold —Large white, bright yellow throat75	1.50 2.50
Robin Hood —Dark crimson, dark throat75	1.50 2.50
Silver Rose —Silvery rose, large veined throat75	1.50 2.50
Supreme Strain —Large ruffled flowers in Rose and Pink shades	1.00	3.00

GRANDIFLORA COMPACTA SINGLE FRINGED OR DWARF ERFURT

For fringed flower and compact growth
this class is considered extremely valuable.

	Tr. pkt. 1/64 oz.	1/32 oz.
Gaiety —Rose and white, daintly fringed, free flowering	\$1.00	
Gottfried Michaelis — Velvety magenta crimson, dark throats50	\$1.50 \$2.50
Ladybird —Bright carmine, overlaid with scarlet	1.00	
Lace Veil —Pure white, large flowers, free flowering	1.00	2.00 3.50
Setting Sun —Brilliant deep rose, dark throats	1.00	2.00 3.50
Finest Mixed	1.00	2.00 3.50



*Florist Strain
Petunia Lace Veil*

FLOWER



SEEDS

PETUNIAS

GRANDIFLORA SINGLE LARGE FLOWERING—FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Dainty Lady—Very Pale Yellow	\$1.00		
Golden Jubilee—Deep rose carmine; golden throat; compact	1.00		
Maculata—Attractive Rose and White75	\$1.50	\$2.50
Miranda—Rose carmine, dark throats75	1.50	
Pink Triumph—Bright rose pink75	1.50	
Pride of Portland—Deep Pink75	1.50	
Rapture—(New)—Orchid Rose with deep Rose veins and golden throat75	1.50	2.50
Romany Lass—Deep crimson, deeper throat75	1.50	
Royal Purple—(Marine)75	1.50	
Steel Blue—(Fimbriata Coerulea) medium blue75	1.50	
Theodosia Improved—Largest fringed rose, gold throat75	1.75	3.00
White Beauty75	1.25	

GRANDIFLORA PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Admiration—Velvety blue spotted white	\$.75	\$1.75	\$3.00
Elks Pride Improved—Best large dark velvety purple75	1.25	2.00
Dwarf Elks Pride—Same color as above, but much more dwarf	1.00	1.50	2.50
Kriemhild—Dark crimson, large white center75	1.50	
Pink Glory Improved—Flame Rose Pink, very compact75	1.75	3.00
Purple Prince50		1.00
Queen of the Market—Deep Carmine Red, very dwarf50	1.25	2.25
Silver Seam—Dark blue with edge of petals clearly seamed white75	1.50	2.50
Snowstorm Improved—Glistening white, shaded yellow in throat75		
White Cloud—Pure white, dwarf, compact75	1.50	2.50

BALCONY PETUNIAS

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince—Deep rich velvety crimson. Same variety as flaming velvet	\$.50	\$2.00	\$7.00
Blue—Rich Indigo35	1.25	4.00
Crimson—Velvety35	1.00	3.00
Rose—Brilliant35	1.25	4.00
Rosy Morn—Pink with white throat.....	.50		
White—Pure White35	1.25	4.00
Mixed Colors35	1.25	4.00

HYBRIDA NANA ERECTA—(Dwarf Hybrid Class)

	Tr. Pkt.	1/4 oz.	Oz.
Betsy Ross—Minature Ruffled (New) see novelty Page 2 for complete description	\$.75		
Blue Bedder—Mid Blue50	\$1.00	\$3.00
Celestial Rose—(New)—An improved Rose of Heaven. Deep rose very compact50	1.50	4.00
Commander—White star on bright crimson50	2.75	
Glow—(New)—See novelty Page 5 for complete description. 1/32 oz., \$2.50 1/16 oz., \$4.50 — 1/8 oz., \$8.0075		
Heavenly Blue Improved—Light Blue40	1.75	6.50
Howard Star Improved—Velvety purple, pure white star35	1.50	5.00
Rose of Heaven—Rose Pink35	.75	1.75
Rose of Heaven Extra Select—Very dwarf (Improved)50	1.00	3.00
Rose Queen Improved—(New)—Intense brilliant rose50	3.00	
Rosy Morn—Rose, white throat35	.75	2.50
Rosy Morn Improved, Extra Select—Very dwarf50	1.00	3.00
Snowball—Pure White, very compact25	.50	1.75
Topaz Rose—Fiery rose suffused gold50	1.75	
Twinkles—Brilliant rose starred white35	1.50	
Velvet Ball—Deep shade of Velvety Blood Red.....1/32 oz. \$1.5075		
Violet Blue—(New)—Symetrical compact habit; rich violet blue flowers.....	.50	1.75	6.00
Violacea—Deep velvety purple50	1.00	3.00
Choiced Mixed25	.50	1.75

DIENERS ORIGINAL STRAINS

WE CARRY A COMPLETE LIST OF THE MORE POPULAR VARIETIES

FLOWER



SEEDS

PHLOX DRUMMONDI

NANA COMPACTA
(DWARF OR COMPACT VARIETIES FOR BEDDING)



Phlox Drummondii

	Tr. pkt.	Oz.
Apricot	\$.40	\$3.00
Cecily—Mixed—Large flowering40	3.00
Chamois Rose40	3.00
Cuspidata—Mixed—(Star Phlox)25	1.00
Fireball—Brilliant Scarlet40	3.00
Isabelliana—(Yellow)40	3.00
Salmon Pink—(Delicata)40	3.00
Snowball—Pure White40	3.00

GRANDIFLORA—(Tall Growing)

Alba25	1.00
Chamois Rose25	1.00
Coccinea25	1.00
Lilac25	1.00
Brilliant25	1.00
Yellow—(Isabelliana)25	1.00
Art Shades Mixed40	2.00

POPPY NUDICAULE (Iceland Poppy)
GIANT FLOWERING STRAINS

The Emperor—Extremely large flowered, orange40	
The Empress—Very large flowered, delightful salmon Rose shades40	
Amurense Yellow—Fine large flowered, yellow50	
El Monte—Deep tangerine, orange25	2.50
Fakenham Hybrids—Fine strain25	2.50
Gartref Strain—Pastel colors, picotee markings35	4.00
Sanford's Giants — Finest Mixed, vigorous growers, long stems, fine colors30	3.00

PORTULACA

Double—Larger flowering Mixed. Extra fine quality....	.25	2.25
Single—Large flowering Mixed15	.50

PRIMULAS (Obconica)

	Tr. pkt.	1/64 oz.	1/32 oz.
Mueller Rose	\$1.25	\$2.00	\$3.75
Mohnstein Red	1.25	2.00	3.75
Friesdorf Lachrosa—(Salmon)	1.25	2.00	3.75
Fasbender—Red	1.25		5.00
Veilchenblau — (Novelty) — Beautifully clear deep to violet blue. Large flowers slightly fringed—originators packets.....	1.50		
Sanguinea Bayemblut—Deep dark blood- red	1.50	3.00	5.50
Schneelawine—(Snowstorm) — Pure white very free blooming	1.50	3.00	5.50
Konigsee—Light blue, with yellow center, very attractive	1.50	3.00	5.50

PRIMULA MALACOIDES "ERIKSSONI"

Brilliancy—(New)—Attractive dark red	1.00
Baby Alba—Pure white	1.00
New Baby—Extra large, fairly deep rose....	1.00
Baby Rose—Compact growth, extra deep rose	1.00



FLOWER



SEEDS

QUEEN ANNE'S LACE FLOWER

White; 2 - 2½ feet; fine cut flower filler	Tr. Pkt.	Oz.
	\$.15	\$.75

RUDRECKIA

Hirta Autumn Tints—(New)—Bronzy autumn shades; petals stand out do not droop; 4 inch flowers	Tr. Pkt.	Oz.
	.35	2.00

RICINUS (Castor Beans)

Zansibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high. Per lb.	\$2.25	Oz. \$.20
----------------------------------------------------------------------------------------------------------	--------	------------

SALPIGLOSSIS EMPEROR or SUPERBISSIMA

(Painted Tongue)

	Tr. Pkt.	Oz.
Brown and Gold	\$.25	\$1.25
Crimson25	1.25
Crimson and Gold25	1.25
Faust—Black25	1.25
Light Blue and Gold25	1.25
Purple—(Bodger)25	1.25
Purple and Gold25	1.25
Rose and Gold25	1.25
Rose Crimson and Gold—(New)50	2.50
Scarlet and Gold25	1.25
Velvety Red25	1.25
Violet25	1.25
Violet and Gold25	1.25
White and Gold25	1.25
Yellow—Golden Yellow25	1.25
Finest Mixed20	1.00



Salpiglossis Finest Mixed

SAPONARIA VACCARIA

Rosea—Used in same manner as "Baby's" breath; feathery pink flowers	Tr. Pkt.	Oz.
	\$.25	\$.75

SALVIA

America—(Globe of Fire)	Tr. Pkt.	Oz.
Bonfire—(Clara Bedman)	\$.50	\$2.50
Harbinger—Early flowering dwarf, bright scarlet40	2.00
Splendens—Tall growing50	3.00
Firebrand—Extra early, very dwarf scarlet35	1.50
	.50	3.00

MISCELLANEOUS

Farinacea Blue Bedder—Deep blue50	3.00
---------------------------------------	-----	------

SCABIOSA

LARGE FLOWERED TALL DOUBLE

(Old Maid's Pincushion, Mourning Bride)

	Tr. Pkt.	Oz.
Ageratum Blue—Mid blue	\$.15	\$.50
Azure Fairy—Azure blue15	.50
Blue Cockade—(A. M., R. H. S), deep blue15	.50
Cattleya—Rich rosy lilac, orchid tone15	.50
Coral Pink—Rich pink15	.50
Cherry Red or Crimson15	.50
Fire King—Fiery scarlet15	.50
King of the Blacks—Reddish black15	.50
Loveliness—Salmon rose shades15	.50
Peach Blossom15	.50
Rosette—(Novelty)30	1.50
Rose15	.50
Shasa—Pure white, very large15	.50
Special Mixture15	.50



Scabiosa Rosette

IMPERIAL GIANTS

Blue Moon—Flowers composed entirely of broad heavy wavy petals. Rich Deep Lavender Blue.40	2.50
-----------------------------------------------------------------------------------------------	-----	------

FLOWER



SEEDS

SWEET PEAS
EARLY OR WINTER FLOWERING

	Oz.	1/4 lb.	Lb.
Annie Laurie—Pure Rose Pink	\$.35	\$1.00	\$3.50
Ball Orange Improved—Clear deep Orange50	1.75	5.50
Ball Rose Improved45	1.40	4.00
Blue Bonnet—Best clear blue35	1.00	3.50
Boon—(New)—Deep Coral Pink35	1.35	4.50
Bridesmaid—Light Rose or Silvery Pink35	1.35	4.50
Fragrance—Clear Lavender35	1.00	3.50
Grenadier—Dazzling Scarlet35	1.00	3.50
Harmony—Clear Lavender35	1.00	3.50
Hope—(Black Seeded) Pure White35	1.25	4.00
Jeanne Mamitsch—Rich Pink35	1.40	3.50
Josie—Brilliant Rose Pink, Long Stems35	1.25	4.00
Laddie Improved—Long Stemmed Giant Rose, Pink....	.35	1.00	3.50
Lavanda—Clear Lavender35	1.25	4.00
Majestic Rose—Deep Brilliant Rose Pink35	1.25	3.50
Mrs. Herbert Hoover—Clear Blue35	1.00	3.50
Pride—Pure Deep Even Cerise35	1.00	3.50
Princess Blue—Rich belladonna Blue50	1.75	5.50
Rose Queen Improved—Rose Pink35	1.00	3.50
Sequoia—Golden Salmon Cerise, Large Flowers35	1.25	4.00
Shirley Temple—Delightful Soft Rose Pink40	1.40	5.00
Snowstorm—White35	1.00	3.50
Triumph—Lilac Mauve, Long Stemmed35	1.35	4.50
White Harmony—(Black Seeded)35	1.00	3.50
Valencia—Sun Proof Orange40	1.40	5.00
Zvolaneck's Rose35	1.00	3.50



Sweet Pea

SWEET PEAS (Summer Flowering)

We are in a position to supply all varieties at market price.

SCHIZANTHUS

Blackmore and Langdon Blotched Strain—Dark and light shades, each flower with contrasting dark extra large blotch, large flowers, free flowering	Tr. Pkt. \$.50	1/4 oz.	Oz.
Excelsior Compactus Finest Mixed—Popular shades, compact, 6" pyramidal, very free flowering, excellent for pot plant use50	\$1.00	
Brilliant Blend50		\$4.00
Bridal Veil—Pure White50		

SMLAX—(Myrsiphyllum Asparagoides)

A well known greenhouse climber	Tr. Pkt. \$ 20	1/4 oz.	Oz. \$.50
---------------------------------------	-------------------	---------	---------------

STATICE SINUATA

Kampf's Tall Improved—Deepest blue	Tr. Pkt. \$.20	1/4 oz.	Oz. \$.60
Lavender15		.30
Rosea Superba15		.30
Snow White—Greatly Improved White15		.30
True Blue—Extra Deep15		.30
Yellow—(Bonduelli)15		.30
Choice Mixed15		.30

STATICE STUWOROWII

Russian or Rat Tail Statice—A very ornamental variety with long graceful spikes of rose pink flowers. Seed sown early outdoors will bloom in July. For the greenhouse seed started in October and spread on light shallow soil will flower from February to May. 45 degrees is best temperature	Tr. Pkt. \$.25	1/4 oz.	Oz. \$.75
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------	---------	---------------

FLOWER



SEEDS

STOCKS

(NON BRANCHING OR EXCELSIOR COLUMN STOCKS)

	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue—(New)	\$1.00	\$2.25	\$ 8.00
Gardenia—(New)—Shimmering glistening white	1.25	4.50	15.00
Malmaison Pink	1.00	2.25	8.00
Old Rose	1.00	2.25	8.00
Ruby	1.00	2.25	8.00
Silvery Lilac—Lavender	1.00	2.25	8.00
White	1.00	2.25	8.00

GIANTS OF CALIFORNIA

	Tr. Pkt.	1/4 oz.	Oz.
Pacific—Blue	\$.50	\$1.00	\$3.50
Rose Light—Bright Rose50	1.00	3.50
Santa Maria—White50	1.00	3.50
Yosemite—Rose50	1.00	3.50

BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

	Tr. Pkt.	1/4 oz.	Oz.
Antique Copper—Fine copper-red	\$.35	\$1.00	\$3.00
Buttercup—Rich Yellow35	1.00	3.00
Canary Yellow—Golden Ball35	1.00	3.00
Chamois—Ivory, tinted Old Rose35	1.00	3.00
Dark Blue or Purple35	1.00	3.00
Elk's Pride—Rich deep purple35	1.00	3.00
Fiery Blood Red35	1.00	3.00
Flesh—Bright flesh35	1.00	3.00
Golden Rose—Light golden Rose35	1.00	3.00
Lavender—Silvery Lilac35	1.00	3.00
Old Rose35	1.00	3.00
White35	1.00	3.00

DWARF TEN-WEEK (Large Flowering)

For Pot Plants and Bedding

	Tr. Pkt.	1/4 oz.	Oz.
Blood Red	\$.35	\$.75	\$2.25
Lavender35	.75	2.25
Canary Yellow35	.75	2.25
Carmine Pink35	.75	2.25
Purple35	.75	2.25
White35	.75	2.25
Deep Rose35	.75	2.25
Mixed—All colors35	.75	2.25

THUNBERGIA—Black Eye Susan

	Tr. Pkt.	Oz.
Mixed	\$.15	\$.50

TITHONIA—Mexican Sunflower

(Early Flowering Strain)

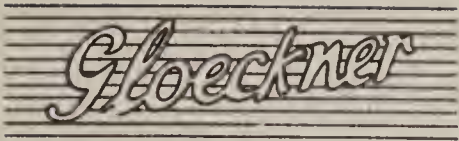
	Tr. Pkt.	1/4 oz.
Speciosa — Also called the Golden Flower of the Incas. Flower of bright orange vermillion resembling large single African Marigolds. Plant growth and foliage like the Dahlia. A good cut flower. Start early to get outdoor bloom by mid-summer	\$.25	\$.75

TORENIA

	Tr. Pkt.	Oz.
Fournieri Grandiflora—Blue	\$.35	\$2.50



FLOWER



SEEDS

VERBENA

(Giant Flowering Hybrida Grandiflora Gigantea)

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids—Rose Pink to Rose Red shades	\$.50	\$.75	\$3.00
Brightness—(New)—Bright Rosy Cerise Scarlet; white eye50	.75	3.00
Cerise Queen—Salmon Cerise50	.75	3.00
Crimson Glow—Glowing Crimson50	.75	3.00
Etna—Geranium Red with light Yellow eye50	.75	2.50
Giant Salmon Pink—Salmon Pink with White eye25	.50	1.50
Lavender Glory—Large flowered Lavender with light eye50	.75	2.50
Luminosa—Fiery Pink shading to Salmon25	.50	1.50
Royale—Blue with Creamy Yellow eye50	.75	2.50
Spectrum Red—Intense bright Red50	.75	2.50
White—Pure White25	.50	1.50



Verbenas

HYBRIDA MAMMOTH

	Tr. Pkt.	Oz.
Dannebrog—Intense scarlet with large white eye. Very compact growth which makes it useful for bedding. The rich sparkling color of this showy verbenas comes true to type	\$.35	\$2.50
Ellen Willmott—Extra large salmon rose flower with white eye25	2.00
Mayflower25	2.00
Golden Queen—Best yellow25	2.00

HYBRIDA DWARF COMPACT—Erect Growing

A distinct new type, very compact, dwarf, and covered with flowers.

	Tr. Pkt.	Oz.
Blue Sentinal—Violet blue white eye 1/4 oz., \$.75	\$.50	\$3.00
Brilliant—Scarlet, white eye35	2.50
Cameo Pink—Exceptionally dwarf35	2.50
Carmine Ball—Bright Carmine35	2.50
Dark Blue35	2.50
Fire Ball—Bright Scarlet. Very dwarf compact35	2.50
Snowball—Pure White35	2.50
Violet Bouquet—Very dwarf compact.....	.50	3.00

VERBENA ROYAL BOUQUET

	Tr. Pkt.	Oz.
Mixed—Large flowers in brilliant mixture 1/4 oz., \$.75	\$.50	\$3.00

VARIOUS VERBENAS

	Tr. Pkt.	Oz.
Venosa—Bright Rosy Lilac or Heliotrope flowers, freely born on short spikes. A fine bedding or border plant, showy all summer	\$.50	\$1.50
Venosa Lilacina—Delicate lavender blue50	2.00

VINCA (Periwinkle)

An Excellent Bedding Plant — Sow seed early

	Tr. Pkt.	Oz.
Alba Pura—Pure White	\$.20	\$.90
White with Eye.....	.20	.90
Rosea—Pink20	.90



Vinca

FLOWER



SEEDS

ZINNIAS

GIANT CALIFORNIA OR MAMMOTH FLOWERED

Introduced by Bodger, the originators of worth-while Zinnias. This type has rapidly gained in popularity. The plants are taller than the Dahlia flowered type, 3 to 4 ft., with long stems which adapt it particularly for use as a cut flower. Flowers are very large and flat giving a graceful effect.

Brightness—Bright pink

Cerise Queen—

Beautiful orange rose

Daffodil Improved—

Canary yellow

Enchantress—

Light rose, deep rose center

Golden Queen—Golden yellow

Grenadier—Bright, dark red

Lavender Queen—

Deep rosy lavender

Miss Willmott—Soft pink

Orange King—

Cadmium or orange scarlet

Orange Queen—Golden orange

Purity —

White, best white in Zinnias

Rose Queen—Striking bright rose

Salmon Queen—Salmon rose

Scarlet Queen—

Glowing deep scarlet

Violet Queen—Deep purple

Finest Mixed—

From named varieties

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	3.50	\$12.00



Zinnia California Giant

DAHLIA—FLOWERED

(Bodger's Gold Medal Strain)

Canary Bird—Rich canary yellow

Crimson Monarch—Deep crimson, flowers very large

Dream—Deep lavender

Exquisite—Light rose, deep rose center

Golden Dawn—Golden yellow

Illumination—Deep rose self

Luminosa—Bright deep pink

Meteor—Rich deep red, darkest of all reds

Old Gold—Deep and lighter shades of old gold

Oriole—Orange and gold bicolor, turning deep orange as it ages

Polar Bear—Large pure white

Scarlet Flame—Bright scarlet

Will Rogers—Brilliant scarlet red

Gold Medal Finest Mixed

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	3.50	\$12.00



Zinnia Dahlia Flowered

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. Pkt.	1/4 oz.	Oz.
Desert Gold	\$.25	\$.35	\$1.00
Pastel Tints—(New)—See Page 4 for complete description50	.75	2.50

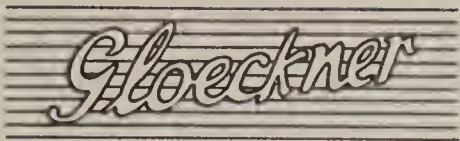
FANTASY

	Tr. Pkt.	1/4 oz.	Oz.
Orange Lady—Rich shade of deep bright orange.....	\$.40	\$.60	\$2.00
Rosalie—Bright intense rose.....	.40	.60	2.00
Star Dust—Golden yellow30	.40	1.25
White Light—White40	.60	2.00
Wildfire—(New)—Rich dazzling scarlet50	.75	2.50
Finest Mixed—A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting25	.35	1.00



Zinnia Fantasy

FLOWER



SEEDS

ZINNIAS

MISCELLANEOUS VARIETIES
EARLY WONDER

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

	Tr. Pkt.	Oz.
Fandango—Firey salmon cerise pink	\$.35	\$1.50
Fiesta—Rich deep red35	1.50
Gypsy—Deep orange35	1.50
Padre—(New)—Bright dazzling scarlet50	2.50
Rose Pink35	1.50
Finest Mixed35	1.50

HAAGEANA DOUBLE (Mexican Hybrids)

The smaller flowers lend themselves to bedding and make a brilliant display. The mixture contains many attractive colors and color combinations.

	Tr. Pkt.	Oz.
Finest Mixed	\$.30	\$1.50

HARMONY TYPE (Scabiosa Flowered)

Campfire—(New)—Vivid intense scarlet	\$.50	\$2.50
Sunburst—Vivid pure canary yellow40	2.00
Mixture — Includes crimson, scarlet, orange, yellow, pink and white25	1.50



Zinnia Harmony Type



Zinnia Gaillardia Flowered

DWARF, SMALL FLOWERED TYPES (Improved Lilliput)

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical, on strong stemmed 1½ ft. to 2 ft. plants.

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Canary Gem—Canary yellow	\$.20	\$.75	\$2.50	\$8.00
Crimson Gem20	.75	2.50	8.00
Golden Gem—Golden orange20	.75	2.50	8.00
Lilac Gem20	.75	2.50	8.00
Pink Gem—Deep pink20	.75	2.50	8.00
Purple Gem20	.75	2.50	8.00
Rosebud—Rose pink20	.75	2.50	8.00
Salmon Gem—Salmon rose20	.75	2.50	8.00
Scarlet Gem20	.75	2.50	8.00
Valencia—Burnt orange20	.75	2.50	8.00
White Gem20	.75	2.50	8.00
Pastel Mixture—Delicate shades20	.75	2.50	8.00
Finest Mixed—From named varieties20	.75	2.50	8.00

ELEGANS PUMULA DWARF DOUBLE

	Tr. Pkt.	Oz.	¼ lb.
Crimson	\$.15	\$.50	\$1.50
Canary Yellow15	.50	1.50
Golden Orange15	.50	1.50
Salmon Rose15	.50	1.50
Scarlet15	.50	1.50
Spun Gold15	.50	1.50
Snowball15	.50	1.50
Mixed15	.50	1.50

GALLARDIA FLOWERED (Navajo)

	Tr. Pkt.	Oz.
Finest Mixed—Bi-colors; mellow tones; fine for cutting	\$.25	\$1.25

GRACILLIMA (Red Riding Hood)

Deep Scarlet—Miniature red flowers, 1 ft. - 2 ft. free flowering	\$.25	\$.75
------------------------------------------------------------------------	--------	--------

LILLIPUT TOM THUMB

Plants 4" - 6", compact with well formed flowers of the Lilliput type.		
Mixture—In red, orange, yellow, pink, rose and pastel shades	\$.35	\$1.50

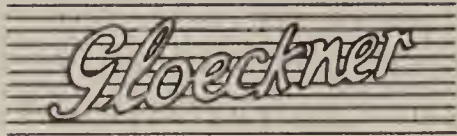
LINEARIS

The single flowers are deep golden orange in color, with a delicate light yellow stripe	\$.30	\$1.75
-----------------------------------------------------------------------------------------------	--------	--------



Zinnia Linearis

FLOWER



SEEDS

FINE PERENNIAL SEEDS



Aquilegia

ACHILLEA (Millfoil, Yarrow)

Filipendula Parker's Variety—Large yellow showy flower heads.....	1/4 oz. .75	Tr. pkt. \$.35	Oz. \$2.80
The Pearl—Abundant small white double flowers35	2.80

ACONTIUM

Fischeri—Compact. Bright blue flowers35	2.00
---------------------------------------------	-----	------

ADONIS

Vernalis—Large yellow flowers40	2.50
-------------------------------------	-----	------

AGATHEA

Coelestis (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse.....	.25	1.25
--------------------------------------------------------------------------	-----	------

AGROSTEMMA

Coronaria Atrosanguinea—Deep crimson15	.30
Coronaria Alba—White15	.30

ALYSSUM

Saxatile Compactum—Bright yellow15	.80
----------------------------------------	-----	-----

AMPELOPSIS

Veitchi (Boston Ivy)	per lb., \$2.50	.30
----------------------------	-----------------	-----

ANCHUSA

Italica Dropmore—Gentian Blue15	.50
Myosotidiflora—Blue Forgetmenot like flowers	1/4 oz. \$2.50	.50

ANEMONE CORONARIA
(Windflower)

French—(Caen) Varieties fine mixed25	1.25
His Excellency—Single fiery scarlet50	3.00

ANTHEMIS

Kelwayi—Hardy Marguerite. Yellow flowers. Fine for cutting15	.50
Tinctoria, Perry's Variety—An improved form, of deep golden yellow25	2.00

AQUILEGIA

	Tr. pkt.	Oz.
Californica Hybrids—Mixed30	1.80
Coerulea—Blue40	2.00
Rose Queen50	3.50
Long Spurred Blue Shades35	3.00
Long Spurred Orange & Scarlet Shades50	4.00
Long Spurred Pink & Rose Shades35	3.50
Long Spurred Mrs. Scott Elliotts Strain—Best Mixture50	4.00

ARABIS

Alpina White—Good for edging and rock gardens15	.60
-----------------------------------------------------	-----	-----

ARMERIA

Formosa Hybrida—Various shades of rose pink25	1.50
---------------------------------------------------	-----	------

ASCLEPIA

Tuberosa—Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet.	.35	2.50
-------------------------------------------------------------------------------------------------------------------	-----	------

ASTERS

Alpinus Mixed Varieties35	2.50
Michaelmas Daisy—Newest varieties mixed50	3.00

AUBRIETIA

Large Flowering Hybrids—Blue and rose shades35	2.50
----------------------------------------------------	-----	------

BAPTISIA

Australis (False Indigo)—Dark blue25	.75
------------------------------------------	-----	-----



Anemone Coronaria

FLOWER



SEEDS

FINE PERENNIAL SEEDS

BELLIS PERENNIS

	Tr. Pkt.	Oz.
Monstrosa Etna (English Daisy)—Dark red35	3.00
Monstrosa White (English Daisy)35	2.60
Monstrosa Pink (English Daisy)35	2.60
Monstrosa Mixed (English Daisy)35	2.60

BROWALLIA

Speciosa Major—Brilliant blue. Suitable for pot plants50	
--------------------------------------------------------------	-----	--

CAMPANULA

Calycanthemum Blue (Cup and Saucer Type)—Best for cutting25	1.50
Calycanthemum Lilac " "25	1.50
Calycanthemum Pink " "30	2.00
Calycanthemum White " "30	2.00
Calycanthemum Mixed " "25	1.50
Persicifolia Blue (Peach Bell)—Very hardy50	
Persicifolia Alba (Peach Bell)—Very hardy50	
Pyramidal Alba—Hardy. Good for outdoor or Pot culture25	1.50
Pyramidalis Blue—Hardy. Good for outdoor or Pot culture25	1.50
Rotundifolia (Blue Bells of Scotland)—Dainty purple blue flowers, 12"50	

CANDYTUFT

Sempervirens (Iberis)—White. Fine for edging25	\$1.50
----------------------------------------------------	-----	--------

CARNATION

Early Vienna—Very dwarf30	1.75
Grenadin Red35	2.00
Hardy Border Mixed—Very fine selection30	1.25

CENTAUREA

Montana—blue, 1 ft. - 1½ ft.15	.50
-----------------------------------	-----	-----

CERASTIUM

Tomentosum—Silvery foliage. White flowers. Excellent for rockeries30	1.30
--------------------------------------------------------------------------	-----	------

COREOPSIS

Lanceolata Grandiflora—Golden yellow. Good for cutting15	.30
Lanceolata Grandiflora Fl. Pl. (Double)—Double form of above15	.50
Mayfield Giant—deep golden yellow, large flowers, early.....	.25	1.30
Double Sunburst—(New), large, golden yellow, fully double flowers50	2.00

DAISY—SHASTA (Chrysanthemum)

Alaska—Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime	Tr. Pkt.	oz.
	.15	1.00
Avalanche—Very free blooming dwarf compact plant (2 ft. high) with large white daisies25	1.25
Diener's Strain—New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted25	
Mayfield Giant—Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 feet tall.....	.25	1.00
Spring Margurite—Large flowers, same characteristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season.....	.20	.50

DIANTHUS

Deltoides (Maiden Pink)—Deep rose, 8"25	1.50
Neglectus (Glacier Pink)—Rose, hardy	per 1000 seeds, \$3.00	
Plumarius Double Mixed—Hardy garden pinks25	1.25
Superbus Loveliness—Rosy, lilac, finely fringed, free flowering, plants 12"-15"	1.00	
Sweet Wivelsfield—Excellent for cutting. Great variety of colors25	1.00

DIGITALIS (Foxglove)

Monstrosa Mixed20	.75
The Shirley—Giant hybrids, spotted throats15	.50



Campanula Calycanthemum



Dianthus Sweet Wivelsfield



Digitalis, Giant Shirley Hybrids

FLOWER

SEEDS

Gloekner

FINE PERENNIAL SEEDS
DELPHINIUM
PACIFIC STRAIN (Vetterle & Reinelt)

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Black Knight—Dark Purple heavy velvety texture ... (New)	\$2.00	\$4.00	\$7.00	\$24.00
Blue Jay—Clear medium to dark blue contrasting bee (New)	2.00	4.00	7.00	24.00
Galahad Series—Enormous flowers of pure white color	1.50	2.75	5.00	16.00
King Arthur Series—Brilliant royal violet, large white bee	1.25	2.50	4.50	14.00
Guinevere Series—Light pink lavender self with white bee	1.25	2.50	4.50	14.00
Summer Skies Series—Clearest blue with white bee	1.25	2.50	4.50	14.00

STANDARD COLORS

Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
Light Blue Shades	1.00	2.00	3.50	12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

FOR A COMPLETE DESCRIPTION OF THE ABOVE VARIETIES SEE PAGE 14

OTHER STRAIN AND VARIETIES		Tr. Pkt.	Oz.
Clividen Beauty—(Belladonna Improved)— Select strain. Turquoise blue	\$.50	\$2.00	
Bellamosum—Dark blue	.40	2.00	
Blackmore & Langdon Strain—Immense flowers. Fine mixture of blue shades	.75	5.00	
Gold Medal Hybrids—Splendid mixture	.25	1.25	
Wrexham Strain—Celebrated English Hollyhock strain	.50	5.00	

EUPATORIUM

Fraseri—(Hardy Ageratum)—White. Fine for cutting	\$.25	\$1.00
-----------------------------------------------------	--------	--------

GAILLARDIA

Burgundy—Coppery scarlet self	\$.50	\$3.00
Dazzler—Large rich red flowers with orange tip. Fine for cutting	.25	1.50
Goblin—(New)—Dwarf, compact	.75	
Portola Hybrids—Red with golden tips. Excellent for cutting	.25	1.50
Tangerine—True Tangerine color. Good for cutting	.25	1.60

GENTIANA

Acaulis—Deep blue. Good for rockeries	\$.50	\$3.00
---------------------------------------	--------	--------

G E U M

	Tr. Pkt.	Oz.
Mrs. Bradshaw—Brilliant scarlet. Double flowers. Good for cutting	\$.25	\$1.75
Lady Stratheden—Double golden yellow. Excellent for cutting	.25	1.75

GYPSOPHILA

Paniculata—(Single)—Hardy, Graceful sprays of white flowers	\$.15	\$.40
Pacifica—Rose, 4 ft., blooms when panicu- lata varieties have passed. Excellent for cutting	.50	3.50
Repens Rosea—Light rose, 6", fine rock plant	.25	2.50
Repens White—6 ft., fine rock plant	.25	1.50

HELIANTHEMUM

Mutabile—(Dwarf Sun Rose)—Excellent rock plant, 8" - 12", pastel mixture	\$.25	\$.80
-----------------------------------------------------------------------------	--------	--------

HEUCHERA

Sanguinea—Fine for cutting..... 1/8 oz.	\$1.50	\$.50
Sanguinea Rosea—Beautiful rose pink. Fine for cutting	.50	

HIBISCUS

Giant Mallow Marvel Mixed—Very showy. 4 ft. tall. Good for perennial border	\$.15	\$.50
--------------------------------------------------------------------------------	--------	--------



FLOWER



SEEDS

FINE PERENNIAL SEEDS

HOLLYHOCK
Chaters Double

Tr. pkt. Oz.

Pink25	1.25
Rose Pink25	1.25
Scarlet25	1.25
Chamois25	1.25
Salmon25	1.25
White25	1.25
Yellow25	1.25
Maroon25	1.25
Newport Pink25	1.25
Mixed25	1.00

LAVANDULA—Sweet Lavender

Vera—Well-known, fragrant hardy perennial. Always in good demand ..	.25	.80
---------------------------------------------------------------------	-----	-----

LIATRIS

Pycnostachia—Rosy purple. Fine for cutting35	2.50
--------------------------------------------------	-----	------

LUPINUS

Polyphyllus

Rose15	.50
Blue15	.50
White15	.50
Mixed15	.50
Moerheimi—Pink and White flowers. Good for cutting25	1.00
Princess Juliana—Shell pink. Good for cutting25	1.00

LINUM

Perenne (Flax)—Blue. 1½ ft. tall15	.40
Flavum—Yellow. 2 ft. tall25	2.00

LYCHNIS

Chalcedonica—Scarlet flowers15	.40
------------------------------------	-----	-----

MYOSOTIS

Alpestris Victoria—Bright blue. Dwarf. Excellent for bedding35	2.00
Winter Flowering—(Oblongata Blue Bird)—Best for forcing35	2.60
Palustris Semperflorens—Blue. Hardy everblooming25	1.80

PENTSTEMON

Sensation—Mixed colors. 3 ft. tall35	2.80
New Hybrids Mixed—Improved type50	2.00

PHYSOSTEGIA

Virginica—Pink. 4 ft. tall. Fine for cutting35	2.00
Virginica Alba—White form of above35	2.00

PLATYCODON

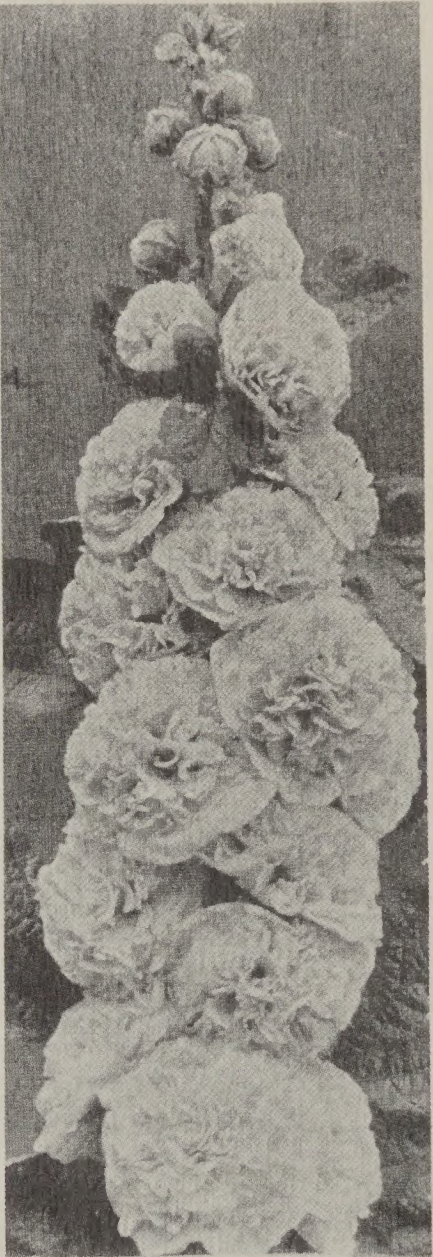
Grandiflorum Blue—For perennial border25	1.50
Grandiflorum Album—White form of above25	1.50
Mariesi—Dwarf. Dark blue35	2.50

POPPY

Coonara Pink Shades—Fine strain. Pink art shades. Long stems	\$.35	\$2.00
Nudicaule El Monte—Tangerine orange. Excellent for cutting25	2.00
Oriental Scarlet—Deep red15	1.00
Princess Victoria Louise (Oriental)—Finest salmon25	2.00
Sunbeam Mixed—Splendid Hybrids. Good for cut flowers25	1.75
Oriental Hybrids Mixed20	1.50

PRIMULA

Auricula Mixed—Beautiful colors. 6" high	1/4 oz., \$1.50
Veris (Polyanthus) Giant Munstead Strain—New hybrids. Beautiful shades including yellow and white	1/4 oz., \$2.00
Vulgaris (English yellow Primrose)	1/4 oz., \$.85



Chaters Double Hollyhock



Oriental Poppy

Tr. pkt.	Oz.
.40	
.50	
.35	3.00

FLOWER



SEEDS

FINE PERENNIAL SEEDS

	Tr. pkt.	Oz.
PYRETHRUM		
Roseum Pink—Pink shades. Fine for cutting35	2.00
Hybridum Single Mixed—Good cut flower30	1.50
Hybridum Double Mixed—Good cut flower 1/4 oz., \$2.00	.50	
RUDBECKIA		
Hirta Autumn Tints—(New)—Bronze autumn shades35	2.00
SAPONARIA		
Ocymoides—Rose colored. Fine for rockeries.....	.15	.60
SCABIOSA		
Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting50	3.00
Caucasica Lavender—Good cut flower35	2.50
SEDUM		
Acre—The yellow Stone Crop or Wall Pepper, 2-3 inches.... 1/8 oz., \$.90	.25	



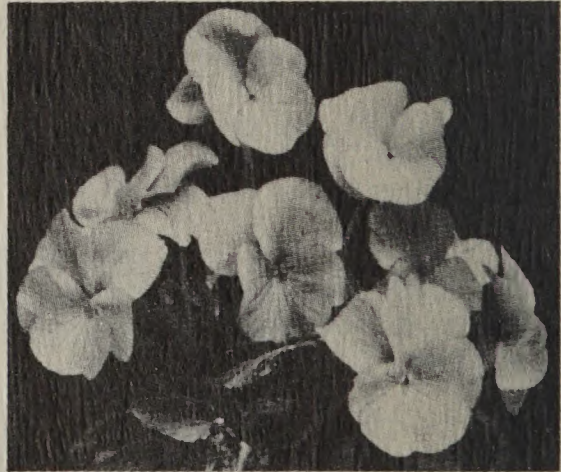
Pyrethrum



Scabiosa Caucasica

	Tr. Pkt.	Oz.
STATICE		
Caspia—Lilac. Fine for table decoration40	2.25
Dumosa—Silvery gray flowers. Good cut flower25	1.75
Latifolia—Deep blue flowers. Fine for cutting25	1.50
STOKESIA		
Cyanea (Corn Flower Aster)—Lavender blue. Excellent for cutting ..	.25	1.40
SWEET WILLIAM		
Single Newport Pink15	.80
Single Scarlet Beauty15	.80
White Single15	.50
Single Mixed15	.60
Double Mixed15	.70
Dwarf Alpinus Midget Mixed—Early flowering type of Sweet William, consisting of light and dark colors mixed. Height 4 to 6 inches. Suitable for border or rock garden planting. 1/4 oz.	1.00	.40 3.50

	Tr. Pkt.	Oz.
THALICTRUM		
Dipterocarpum—Rosy purple yellow anthers. Excellent for cutting30	1.80
TRITOMA		
Hybrids (Red Hot Poker)25	1.50
TUNICA		
Saxifraga—Rose, 6 inches15	.60
VALERIANA (Garden Heliotrope)		
Mixed15	.60
VERONICA		
Spicata—Bright blue. Fine for bouquets35	1.50



Viola Cornuta

	Tr. Pkt.	Oz.
VIOLA CORNUTA		
Apricot—Large-flowered true apricot. Very good variety35	4.00
Arkwright Ruby, Hybrid—Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant 1/16 oz., \$1.00	.50	
Blue Perfection, —Large flowered fine light blue35	2.00
Jersey Gem—Deep Cattleya75	
Lutea Splendens—Golden yellow35	2.00
Papilio—Light blue35	2.00
Puck—Upper half purple, lower half yellow, very pretty35	2.25



LILLIES



IRIS



NARCISSUS

In addition to seed, *Gloeckner* bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.

Fred C.
Gloeckner
& Company,
Incorporated

HYACINTHS

DELPHINIUM

PACIFIC STRAIN

